

October 31, 2022



CYGNAL

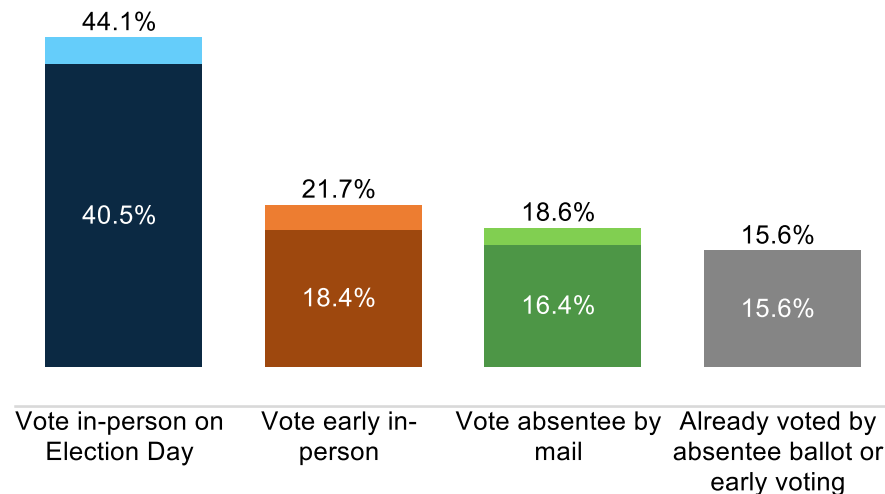
Survey of Likely General Election Voters **National**

October 28 – 30, 2022 | n=2,015 | $\pm 2.17\%$

Insights & Analysis

- Voters are incredibly **pessimistic** about the **direction of the country** and its leadership.
- **Republicans retain the voter enthusiasm advantage**, with 58% of Republicans rating their interest in the election as a 10 (out of 10) compared to only 51% of Democrats (a 7-point difference). Independent “10” interest rose slightly to 45% from mid-October.
- The **generic ballot** has **now increased to R+3** – the **second-largest shift** we’ve had all year – and up from D+1 in September. Independents maintain their GOP preference at R+9. Republicans have maintained their standing with female voters, holding steady at -4.
- A **check-and-balance** Republican **on Biden** moves further ahead to an **R+7** advantage and crossing the 50% threshold.
- **Democrats** (10%) are **more likely to consider voting for a Republican** on the ballot than Republicans (9%), but that exception is reserved for state-level races like Governor and Attorney General.
- President **Biden's image has continued to worsen** (-13% net fav), and he is the most intensely unfavorable that he has been this year.
- **Inflation** remains the overwhelming top issue, **dipping slightly**; it’s still distantly followed by **abortion** and **illegal immigration**. Republicans are most concerned about inflation followed by immigration. Democrats are most concerned about inflation followed by abortion. Independents chose inflation and then are split between abortion and illegal immigration as a second issue.
- **Engagement** in this cycle because of the **Dobbs** decision **hit its plateau in September** and has not risen since. College voters have become more engaged while Independents are split.
- **Economic confidence keeps falling**, remaining low after rebounding slightly since June. Even Democrats and seniors are now split. **Personal financial outlook** has also **shifted in an even more negative trend** among these same more Democratic groups.

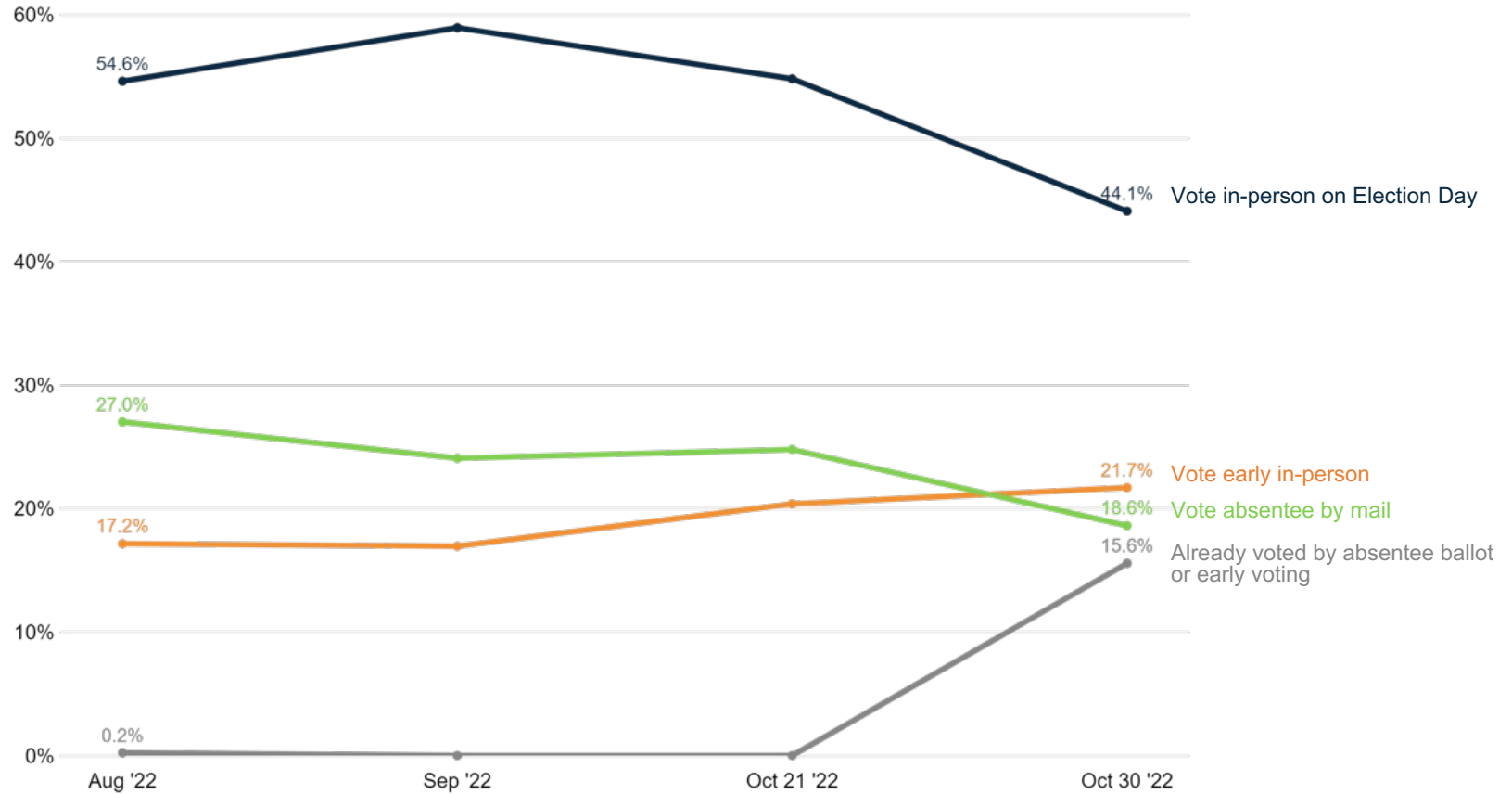
Women, older voters, and Dems are most likely to vote ABEV



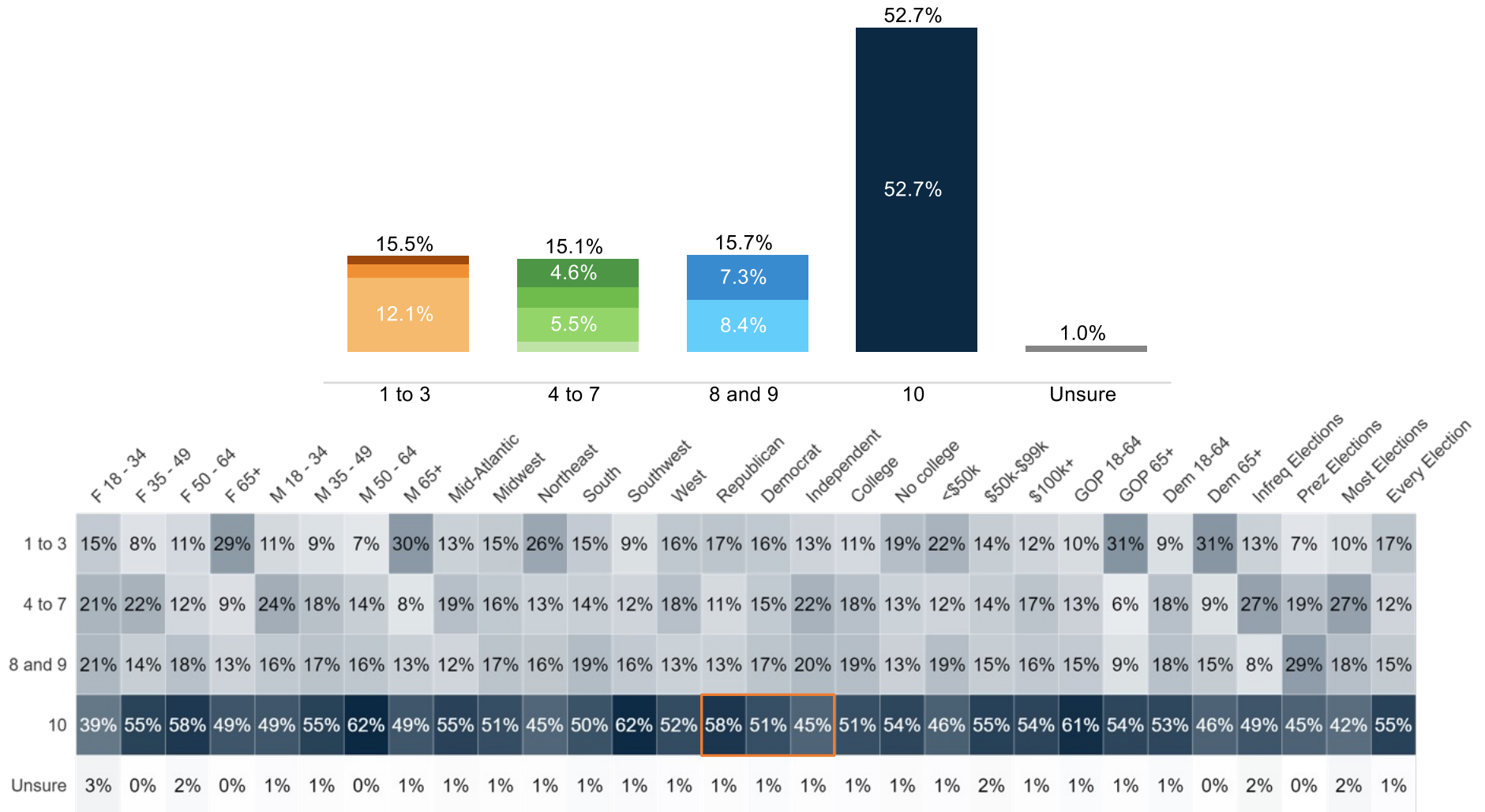
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Vote in-person on Election Day	51%	51%	44%	37%	42%	49%	42%	41%	61%	64%	69%	49%	27%	27%	56%	33%	41%	43%	45%	42%	47%	42%	58%	52%	36%	26%	53%	56%	51%	42%
Vote early in-person	16%	27%	23%	21%	18%	19%	27%	21%	17%	15%	10%	34%	37%	11%	20%	23%	21%	23%	21%	23%	21%	22%	22%	17%	22%	26%	23%	11%	22%	22%
Vote absentee by mail	22%	13%	19%	21%	21%	18%	15%	20%	10%	11%	14%	4%	16%	38%	15%	22%	21%	18%	19%	18%	17%	21%	13%	17%	22%	22%	19%	30%	16%	19%
Already voted by absentee ballot or early voting	11%	9%	14%	22%	19%	14%	16%	18%	11%	10%	7%	12%	19%	23%	9%	21%	17%	16%	15%	16%	16%	15%	7%	14%	19%	26%	4%	3%	11%	17%
Definitely vote in-person on Election Day	48%	46%	42%	35%	33%	47%	39%	38%	57%	57%	67%	46%	24%	23%	52%	31%	37%	39%	42%	40%	43%	38%	54%	48%	34%	25%	39%	54%	45%	39%
Probably vote in-person on Election Day	3%	5%	3%	2%	9%	3%	3%	3%	4%	7%	2%	3%	3%	4%	4%	2%	4%	4%	3%	3%	3%	4%	4%	4%	3%	1%	15%	2%	6%	3%
Definitely vote early in-person	12%	23%	19%	17%	16%	15%	25%	18%	15%	14%	8%	29%	33%	8%	18%	19%	18%	20%	18%	20%	18%	20%	13%	18%	22%	18%	6%	18%	19%	
Probably vote early in-person	4%	4%	3%	4%	2%	3%	2%	4%	3%	1%	2%	5%	5%	3%	2%	4%	3%	3%	3%	3%	4%	2%	3%	5%	4%	5%	4%	4%	3%	
Definitely vote absentee by mail	19%	12%	18%	18%	18%	16%	13%	17%	9%	9%	13%	3%	14%	34%	13%	19%	18%	16%	17%	15%	15%	19%	12%	16%	20%	18%	18%	27%	11%	17%
Probably vote absentee by mail	3%	1%	1%	2%	3%	2%	2%	3%	2%	1%	2%	1%	2%	4%	1%	3%	2%	2%	3%	2%	2%	1%	1%	3%	4%	1%	4%	5%	2%	

How do you plan to vote in the November general election for Congress and other state elections?

Trend: Vote Method

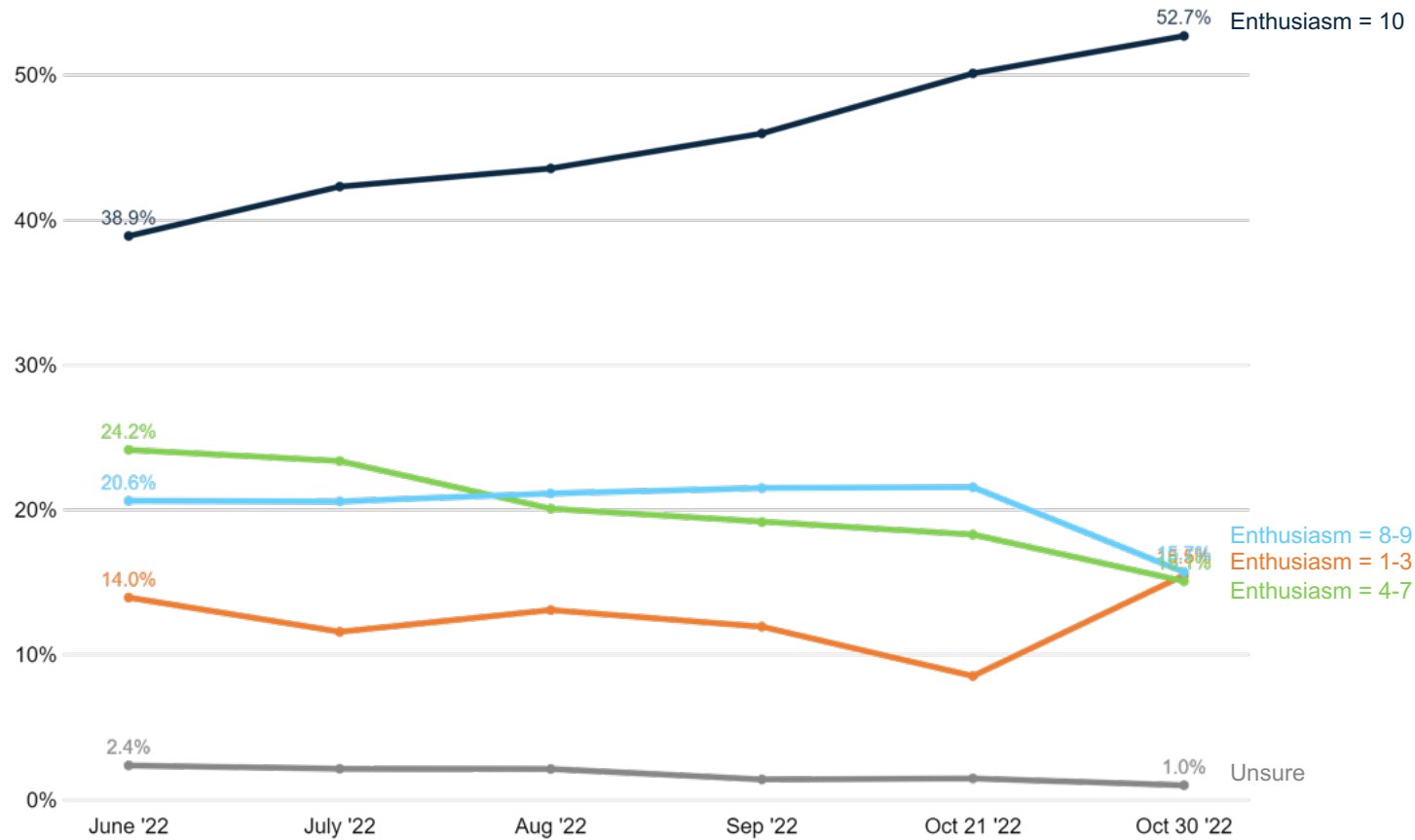


Republican interest (+7) in the election outpaces Democrats; seniors are less interested across party lines

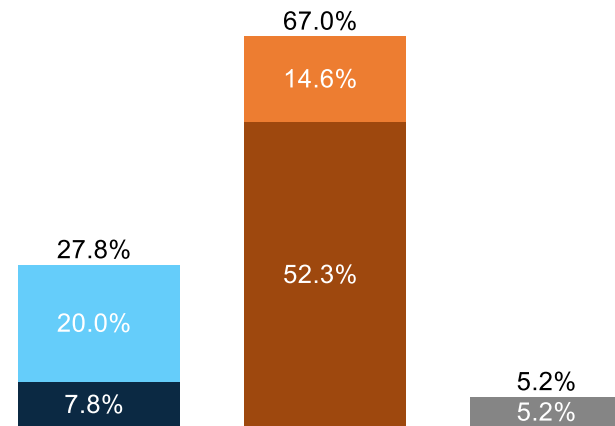


Compared to prior elections, how enthusiastic or not are you to vote this November with 10 being incredibly enthusiastic and 1 being not enthusiastic at all?

Trend: Enthusiasm



Over two-thirds of voters say country is on wrong track, including Independents; Dems under age 65 are split

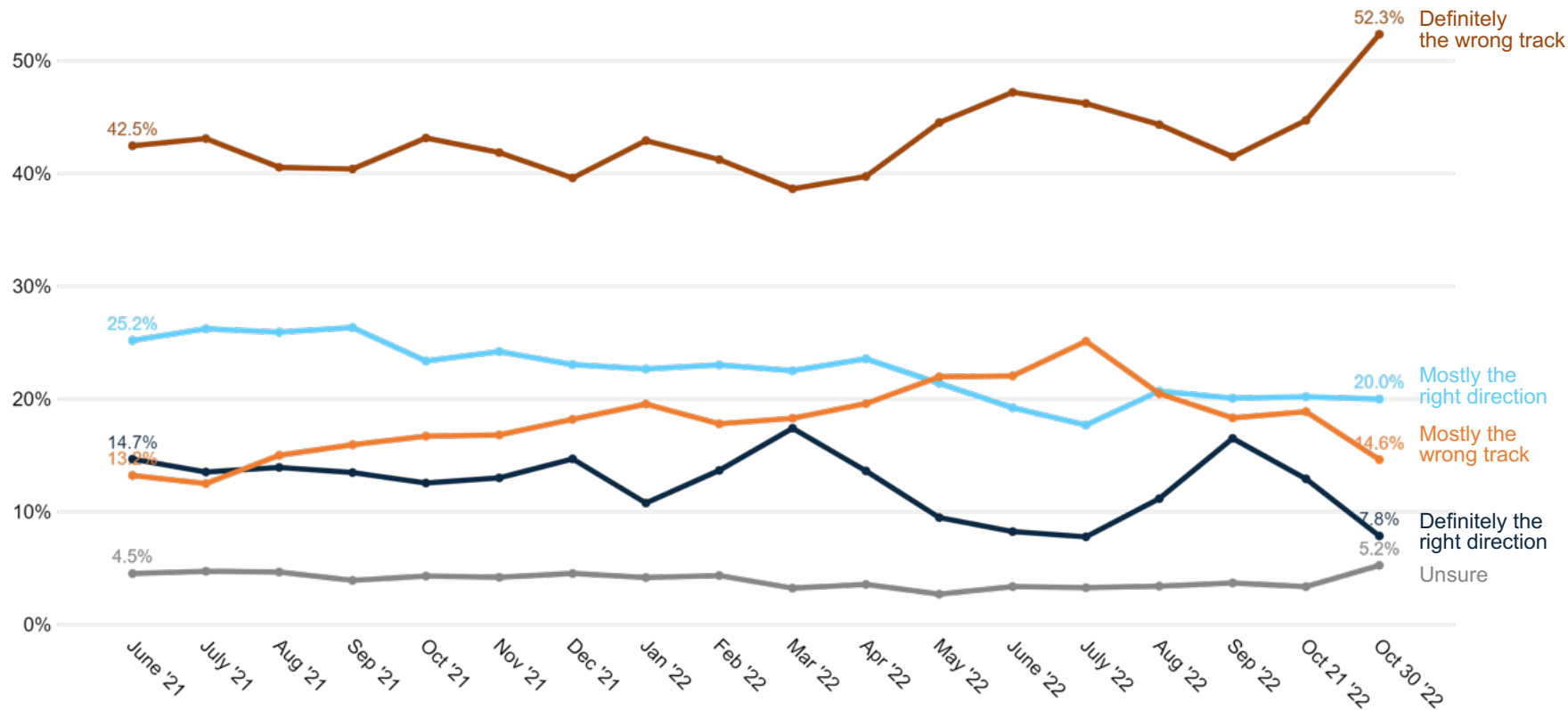


Right direction Wrong track Unsure

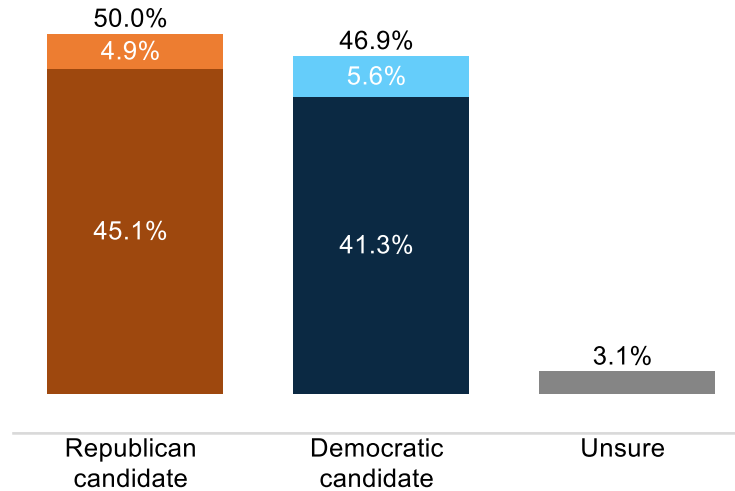
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Right direction	17%	23%	31%	37%	23%	25%	26%	33%	35%	28%	29%	29%	26%	26%	7%	51%	22%	30%	26%	31%	27%	26%	6%	9%	46%	63%	27%	17%	24%	29%
Wrong track	78%	70%	62%	58%	71%	71%	71%	64%	61%	66%	68%	63%	69%	69%	92%	40%	72%	64%	69%	63%	69%	68%	92%	91%	45%	28%	61%	76%	70%	66%
Definitely the right direction	1%	5%	11%	13%	4%	6%	7%	10%	10%	6%	9%	7%	7%	9%	2%	15%	5%	7%	8%	11%	7%	6%	2%	2%	11%	24%	3%	3%	3%	9%
Mostly the right direction	16%	18%	20%	23%	20%	19%	19%	22%	25%	22%	20%	22%	19%	18%	5%	36%	17%	23%	18%	20%	20%	20%	4%	8%	34%	39%	24%	14%	22%	20%
Mostly the wrong track	23%	20%	11%	8%	25%	16%	10%	11%	12%	16%	15%	13%	12%	17%	7%	19%	19%	20%	11%	12%	14%	18%	9%	4%	22%	12%	17%	20%	22%	13%
Definitely the wrong track	55%	50%	51%	50%	45%	55%	60%	53%	49%	49%	54%	50%	57%	51%	85%	21%	53%	44%	58%	52%	55%	50%	84%	87%	23%	16%	44%	56%	48%	53%
Unsure	6%	7%	7%	5%	6%	3%	4%	4%	4%	6%	3%	7%	5%	5%	1%	9%	6%	6%	5%	5%	4%	6%	2%	0%	9%	9%	12%	7%	6%	5%

Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Trend: US RD/WT



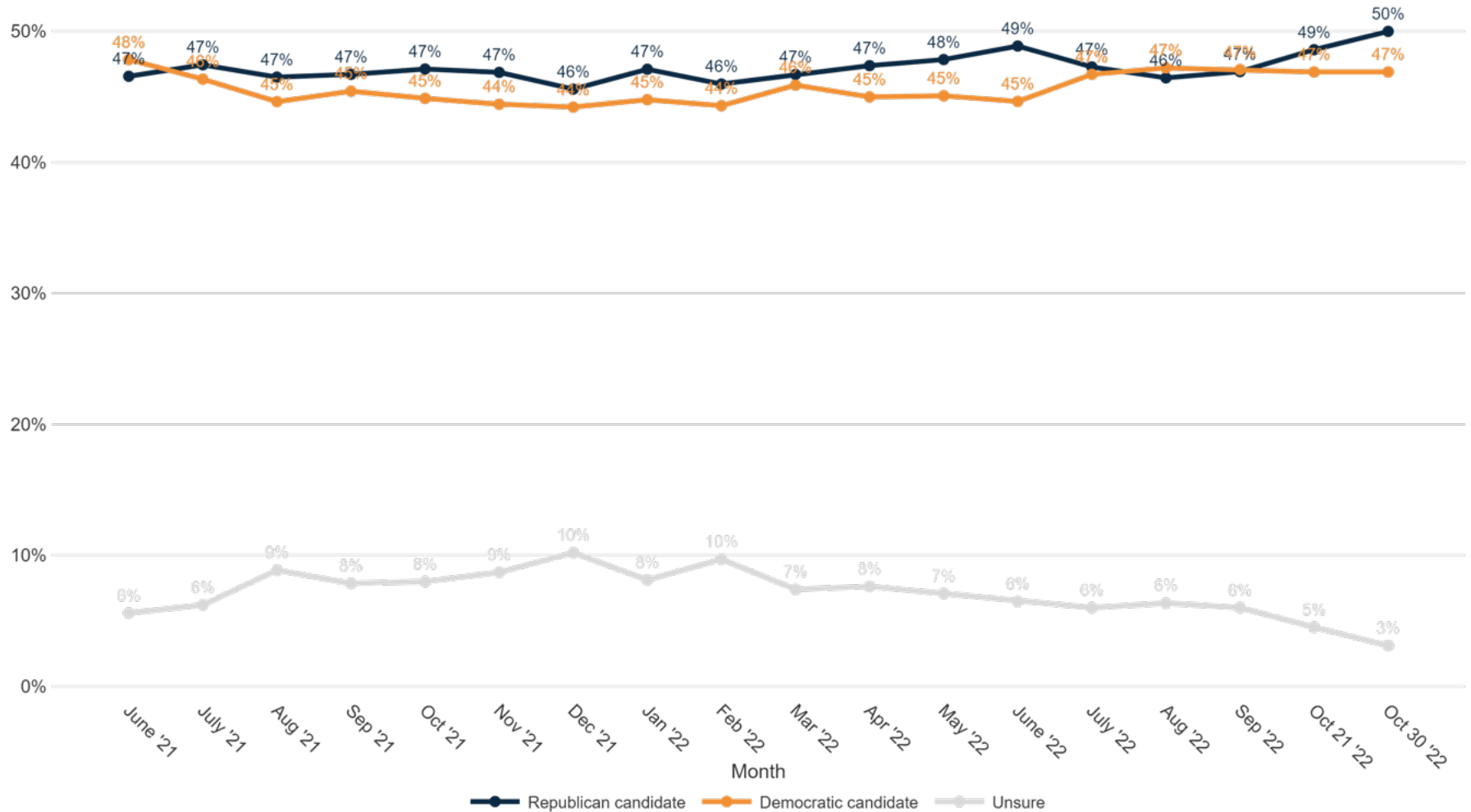
Generic ballot moves to R+3 as post-*Dobbs* sentiment continues to cool, and inflation remains the driving issue



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Republican candidate	45%	46%	50%	45%	47%	56%	60%	51%	42%	50%	50%	50%	53%	49%	92%	9%	51%	40%	57%	47%	53%	48%	91%	92%	12%	4%	54%	43%	51%	50%
Democratic candidate	51%	50%	48%	53%	47%	41%	38%	46%	56%	47%	47%	47%	45%	47%	7%	89%	42%	56%	41%	50%	44%	48%	7%	7%	86%	96%	39%	52%	44%	48%
Definitely the Republican candidate	39%	43%	42%	44%	40%	50%	54%	47%	35%	43%	46%	45%	50%	44%	86%	8%	42%	35%	52%	41%	48%	43%	84%	89%	10%	3%	51%	37%	45%	45%
Probably the Republican candidate	6%	3%	8%	1%	7%	6%	6%	4%	8%	7%	4%	5%	2%	5%	6%	2%	9%	5%	5%	5%	4%	5%	7%	3%	2%	1%	3%	6%	7%	5%
Probably the Democratic candidate	9%	5%	3%	5%	8%	6%	4%	7%	5%	7%	4%	7%	5%	5%	2%	7%	9%	7%	4%	5%	4%	8%	2%	1%	6%	9%	4%	9%	10%	5%
Definitely the Democratic candidate	43%	45%	45%	49%	39%	35%	34%	38%	51%	41%	42%	40%	40%	41%	5%	82%	33%	48%	36%	45%	40%	41%	4%	6%	79%	87%	35%	43%	33%	43%
Unsure	4%	5%	2%	2%	6%	3%	2%	3%	2%	3%	3%	3%	3%	4%	2%	2%	7%	4%	2%	4%	3%	3%	2%	1%	2%	1%	7%	5%	5%	3%

If the general election was held today, and you had to make a choice, would you be voting for the Republican or Democratic candidate for Congress?

Republicans skyrocket in generic preference and achieve 50%

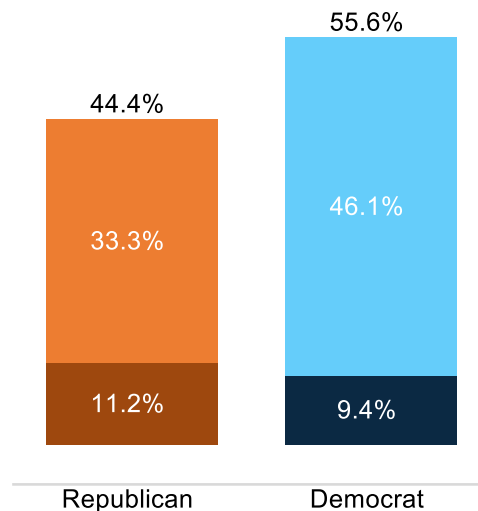


If the general election was held today, and you had to make a choice, would you be voting for the Republican or Democratic candidate for Congress?

Generic Ballot Change: October 21 to October 30

	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Republican candidate	11%	0%	-1%	-3%	9%	13%	-1%	-9%	-8%	-3%	5%	-3%	1%	8%	-1%	2%	3%	-3%	5%	3%	1%	-3%	-2%	1%	5%	-3%
Democratic candidate	-6%	2%	3%	6%	-12%	-14%	3%	9%	10%	5%	-5%	5%	0%	-7%	1%	-2%	3%	2%	-2%	-1%	0%	3%	2%	-1%	-5%	5%
Definitely the Republican candidate	18%	10%	-2%	1%	18%	14%	1%	-7%	-7%	-1%	10%	-1%	7%	13%	5%	3%	9%	-1%	10%	9%	4%	0%	5%	5%	5%	-2%
Probably the Republican candidate	-7%	-10%	1%	-4%	-9%	-1%	-2%	-2%	-1%	-2%	-5%	-1%	-6%	-5%	-6%	-1%	-6%	-2%	-5%	-6%	-2%	-2%	-7%	-4%	-1%	-1%
Probably the Democratic candidate	-12%	-6%	-4%	-2%	-10%	-5%	-1%	2%	-5%	-2%	-5%	-1%	-5%	-7%	0%	-8%	-6%	-1%	-6%	-8%	-4%	0%	0%	-1%	-10%	1%
Definitely the Democratic candidate	6%	8%	7%	7%	-2%	-9%	5%	7%	15%	7%	1%	5%	5%	0%	1%	6%	9%	4%	4%	7%	4%	2%	2%	1%	6%	4%
Unsure	-5%	-2%	-2%	-3%	3%	1%	-2%	1%	-2%	-2%	0%	-2%	-1%	-1%	0%	-1%	-6%	1%	-3%	-2%	-1%	0%	0%	-1%	0%	-2%

Undecideds on the generic ballot lean Democrat when pushed; undecided Independents are split

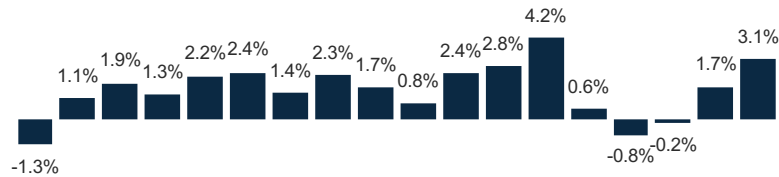


	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Republican candidate	78%	28%	40%	9%	41%	71%	50%	48%	21%	60%	73%	41%	21%	41%	62%	29%	49%	46%	43%	41%	47%	45%	66%	50%	32%	0%	62%	57%	42%	44%
Democratic candidate	22%	72%	60%	91%	59%	29%	50%	52%	79%	40%	27%	59%	79%	59%	38%	71%	51%	54%	57%	59%	53%	55%	34%	50%	68%	100%	38%	43%	58%	56%
Definitely the Republican candidate	0%	15%	0%	9%	19%	10%	0%	21%	0%	21%	16%	10%	0%	13%	32%	0%	6%	13%	8%	20%	13%	3%	27%	50%	0%	0%	0%	0%	16%	11%
Probably the Republican candidate	78%	13%	40%	0%	21%	61%	50%	26%	21%	39%	57%	32%	21%	28%	30%	29%	43%	32%	35%	21%	34%	41%	39%	0%	32%	0%	62%	57%	26%	33%
Probably the Democratic candidate	22%	39%	60%	91%	47%	23%	43%	52%	79%	34%	27%	59%	79%	33%	38%	39%	48%	43%	51%	59%	45%	39%	34%	50%	32%	100%	26%	43%	53%	45%
Definitely the Democratic candidate	0%	33%	0%	0%	12%	6%	7%	0%	0%	6%	0%	0%	0%	26%	0%	32%	2%	12%	6%	0%	9%	17%	0%	0%	36%	0%	13%	0%	6%	11%

Let's say you had to make pick today, but you weren't held to it, would you vote for the Republican or Democratic candidate for Congress?

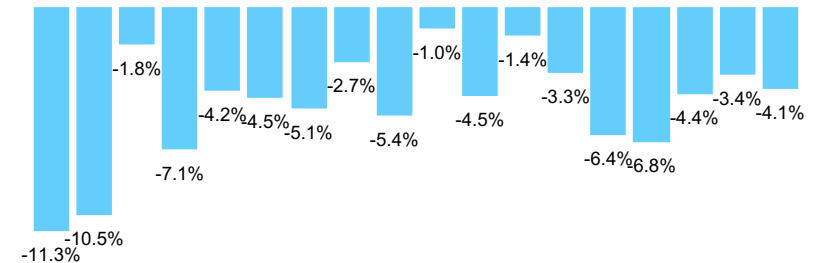
Republicans gain on generic ballot overall, and continuing to weaken Democrat's hold on female voters

Overall (%Rep-%Dem)



June '21 July '21 Aug '21 Sep '21 Oct '21 Nov '21 Dec '21 Jan '22 Feb '22 Mar '22 Apr '22 May '22 June '22 July '22 Aug '22 Sep '22 Oct '21 Oct '22

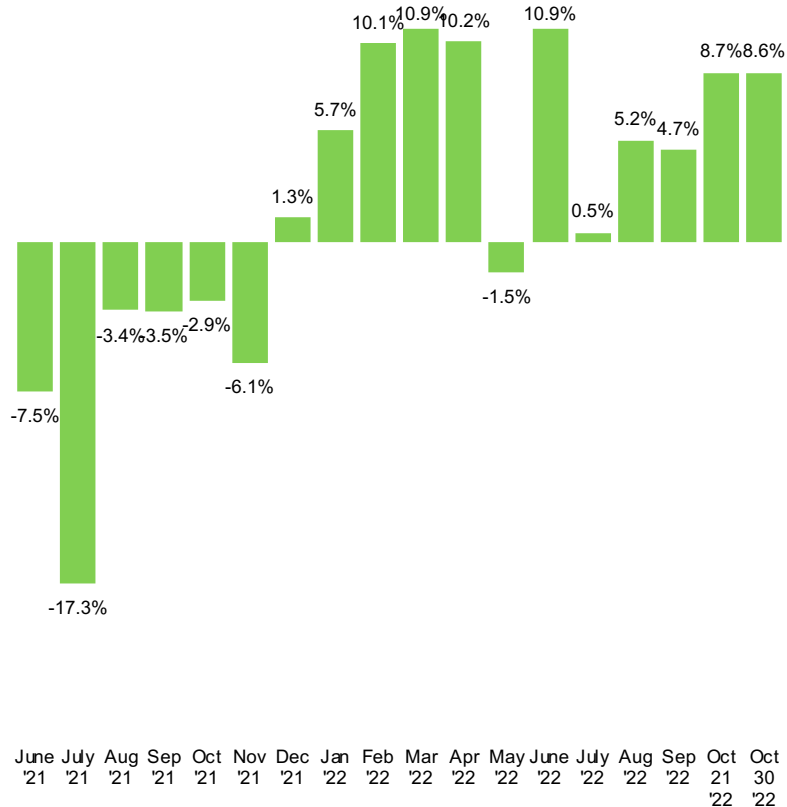
Females (%Rep-%Dem)



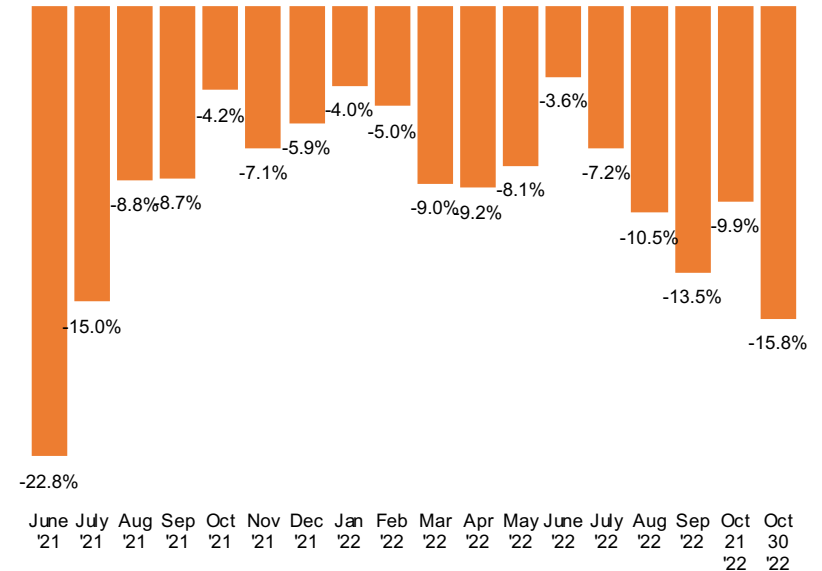
June '21 July '21 Aug '21 Sep '21 Oct '21 Nov '21 Dec '21 Jan '22 Feb '22 Mar '22 Apr '22 May '22 June '22 July '22 Aug '22 Sep '22 Oct '21 Oct '22

Independents continue to break for Republicans; college-educated voters remain solidly Democrat

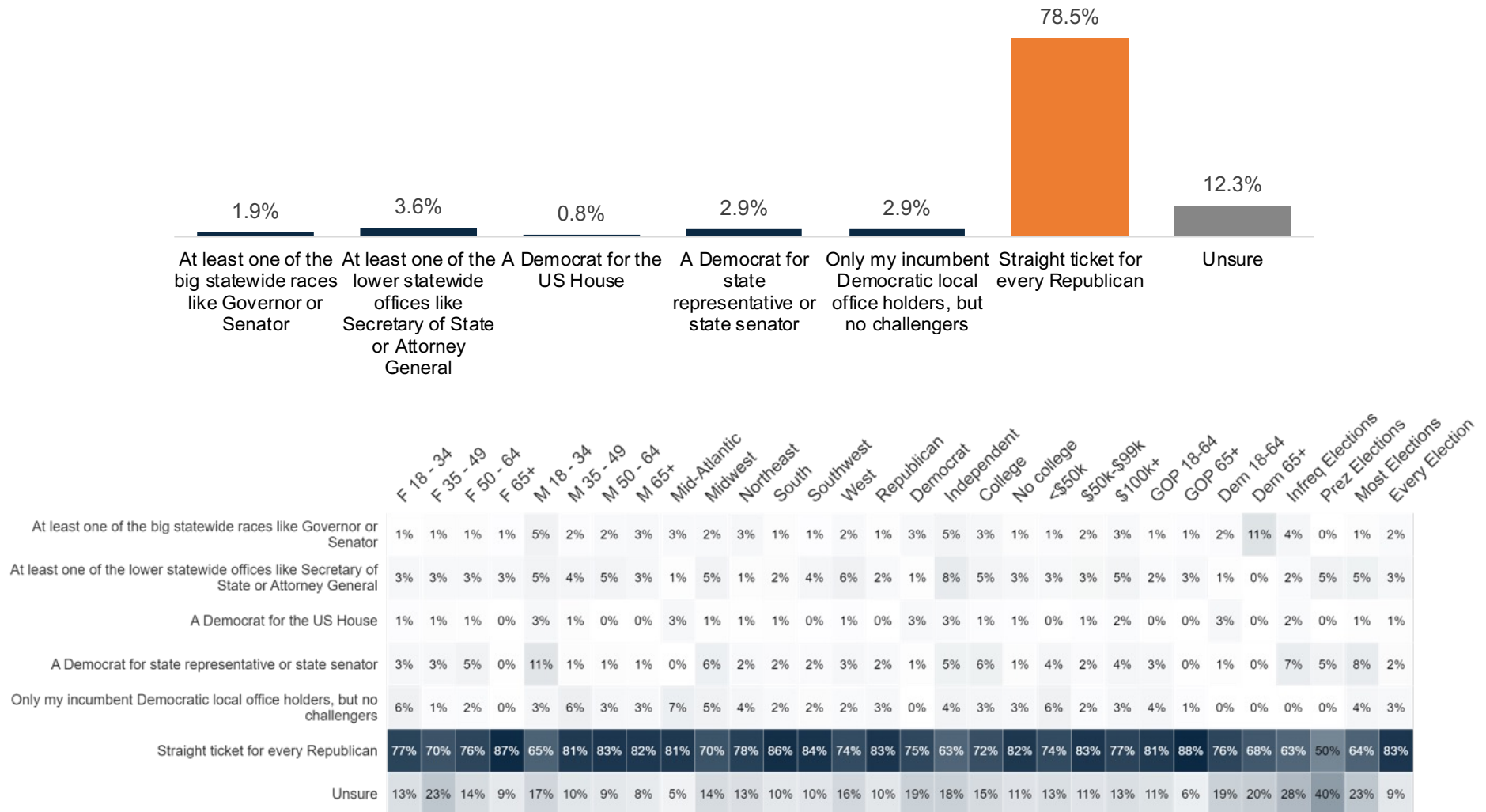
Indies (%Rep-%Dem)



College (%Rep-%Dem)



Nearly 80% of both Republicans and Democrats plan to vote for their party straight-ticket

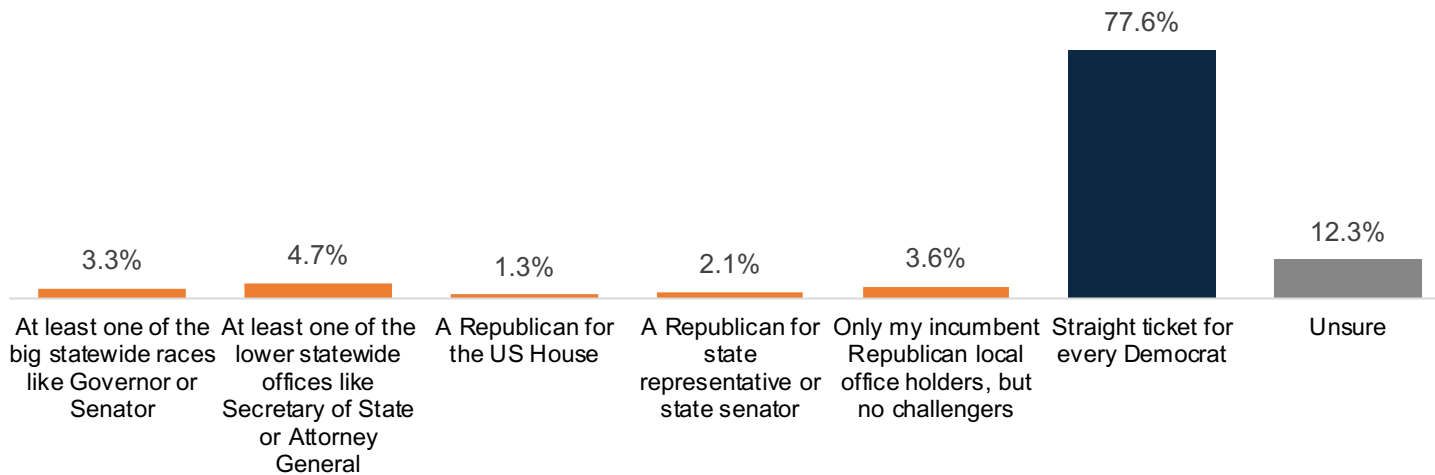


Though you are planning to vote for the Republican candidate, are there any Democratic candidates you might consider voting for as well? Please select all that apply.



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Democrats slightly more likely to flip GOP for statewide races



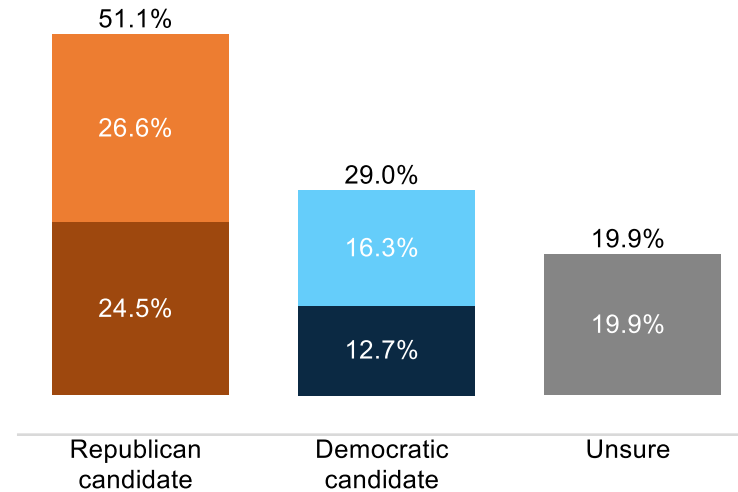
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
At least one of the big statewide races like Governor or Senator	8%	5%	3%	1%	2%	3%	2%	4%	2%	4%	1%	3%	5%	3%	17%	2%	2%	4%	3%	3%	2%	4%	22%	6%	3%	1%	27%	5%	6%	2%
At least one of the lower statewide offices like Secretary of State or Attorney General	5%	5%	3%	5%	7%	7%	3%	4%	3%	8%	4%	9%	3%	2%	17%	3%	9%	6%	3%	4%	5%	5%	25%	0%	2%	3%	0%	18%	9%	4%
A Republican for the US House	3%	1%	0%	2%	0%	3%	1%	0%	0%	1%	0%	2%	1%	2%	11%	1%	1%	1%	2%	0%	2%	1%	9%	16%	1%	0%	0%	2%	3%	1%
A Republican for state representative or state senator	3%	1%	1%	0%	4%	4%	5%	1%	1%	3%	2%	3%	3%	1%	4%	2%	3%	2%	3%	0%	2%	3%	6%	0%	3%	0%	0%	0%	8%	1%
Only my incumbent Republican local office holders, but no challengers	6%	5%	3%	3%	9%	0%	2%	2%	5%	3%	4%	7%	1%	2%	9%	3%	6%	4%	3%	3%	5%	3%	14%	0%	3%	2%	0%	0%	8%	3%
Straight ticket for every Democrat	78%	76%	83%	79%	75%	77%	76%	72%	81%	70%	85%	72%	84%	76%	35%	84%	65%	75%	80%	81%	79%	74%	29%	47%	85%	83%	81%	70%	65%	80%
Unsure	11%	12%	10%	11%	12%	12%	14%	17%	9%	16%	7%	14%	9%	15%	26%	10%	18%	12%	12%	13%	9%	16%	24%	31%	9%	11%	0%	12%	19%	11%

Though you are planning to vote for the Democratic candidate, are there any Republican candidates you might consider voting for as well? Please select all that apply.



CYGNAL

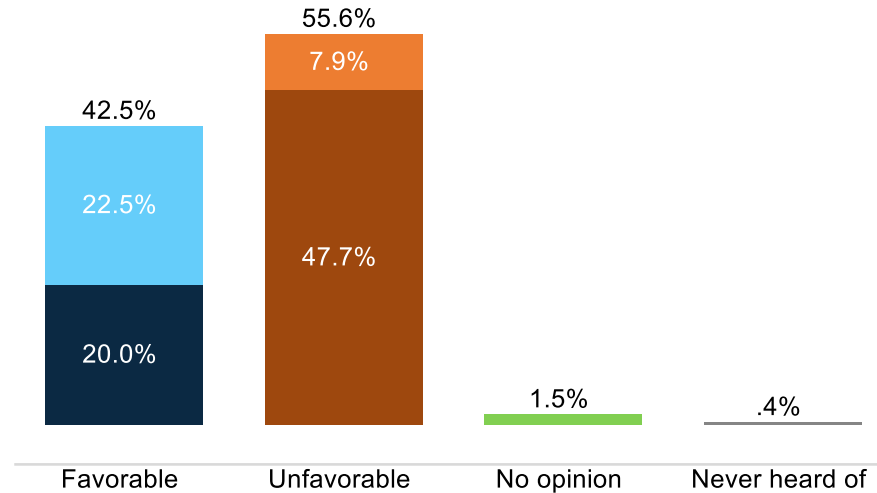
Voters believe by R+22 that their neighbors are more likely to vote Republican, a 13-point increase since early-October



	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Republican candidate	57%	56%	43%	47%	47%	56%	56%	50%	39%	52%	48%	66%	53%	43%	70%	32%	52%	48%	54%	50%	52%	50%	71%	69%	33%	29%	49%	47%	50%	51%
Democratic candidate	29%	24%	30%	31%	32%	30%	24%	31%	38%	26%	35%	20%	24%	35%	12%	47%	27%	34%	26%	30%	26%	32%	11%	13%	45%	52%	27%	24%	25%	30%
Definitely the Republican candidate	25%	25%	22%	19%	27%	25%	30%	26%	25%	24%	23%	31%	28%	19%	40%	10%	24%	19%	28%	25%	26%	23%	41%	37%	11%	7%	32%	12%	19%	26%
Probably the Republican candidate	32%	31%	21%	28%	20%	31%	26%	25%	14%	28%	25%	35%	26%	24%	30%	22%	28%	29%	25%	25%	27%	27%	30%	32%	22%	22%	17%	35%	31%	26%
Probably the Democratic candidate	21%	17%	19%	13%	16%	19%	14%	14%	19%	17%	20%	8%	12%	22%	9%	24%	16%	20%	14%	14%	14%	20%	10%	8%	26%	19%	9%	21%	15%	17%
Definitely the Democratic candidate	8%	8%	11%	18%	17%	11%	10%	17%	18%	10%	15%	12%	12%	13%	3%	24%	10%	14%	12%	16%	12%	12%	2%	5%	19%	33%	18%	3%	9%	13%
Unsure	14%	19%	27%	21%	21%	14%	20%	19%	23%	22%	17%	14%	23%	21%	18%	21%	21%	19%	21%	20%	21%	18%	18%	18%	22%	19%	24%	29%	26%	19%

How do you think your neighbors will vote in the election for U.S. Congress: for the Republican or Democratic candidate for Congress?

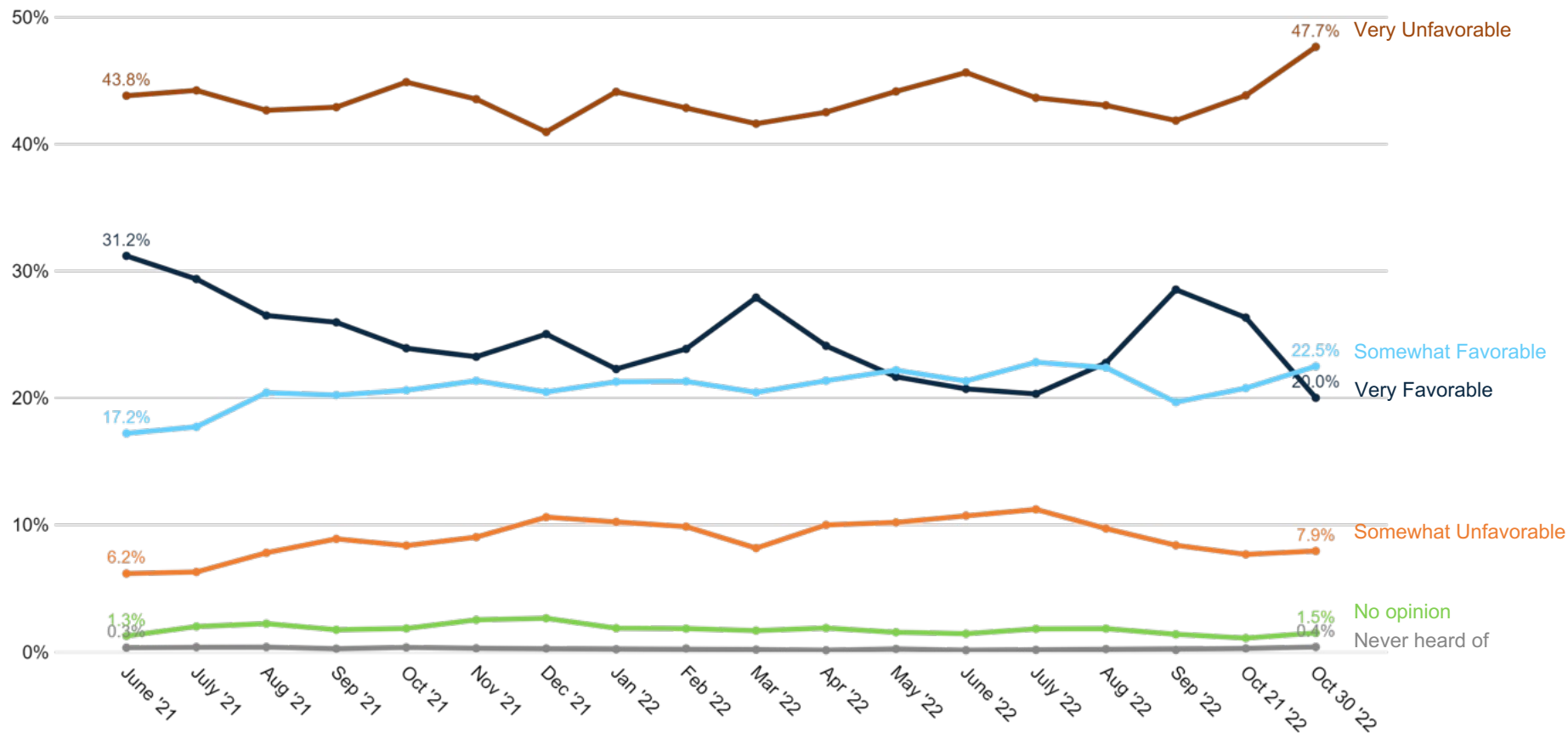
Biden's image continues to fall as negative sentiment intensifies



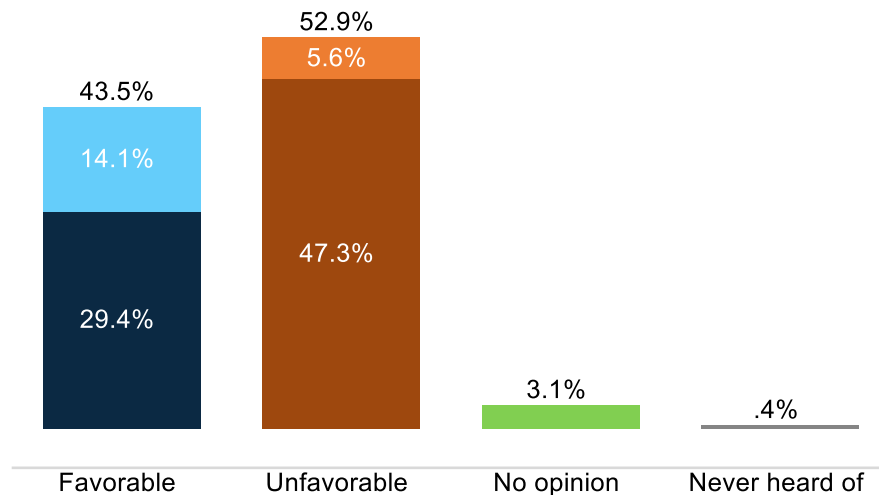
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Favorable Total	41%	47%	47%	47%	40%	34%	37%	44%	51%	42%	42%	45%	42%	40%	7%	80%	39%	50%	37%	45%	41%	44%	6%	7%	78%	86%	31%	44%	38%	44%
Unfavorable Total	55%	51%	51%	51%	58%	65%	62%	55%	49%	57%	56%	53%	55%	59%	92%	17%	59%	48%	61%	53%	58%	53%	92%	93%	20%	11%	59%	48%	60%	55%
Very Favorable	5%	17%	24%	30%	16%	14%	21%	23%	25%	17%	19%	20%	22%	20%	3%	40%	14%	20%	20%	24%	20%	19%	2%	4%	34%	54%	24%	14%	12%	22%
Somewhat Favorable	36%	30%	23%	17%	24%	20%	16%	20%	26%	24%	22%	25%	21%	20%	4%	40%	24%	30%	17%	21%	22%	25%	4%	3%	44%	32%	7%	30%	25%	22%
Somewhat Unfavorable	10%	7%	7%	4%	16%	12%	6%	5%	6%	9%	8%	6%	6%	11%	6%	6%	14%	11%	6%	8%	6%	9%	8%	2%	7%	5%	8%	1%	13%	7%
Very Unfavorable	44%	44%	44%	47%	42%	53%	56%	50%	43%	48%	49%	46%	49%	48%	86%	11%	45%	36%	56%	45%	51%	44%	84%	91%	13%	7%	51%	47%	48%	48%
No Opinion	2%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	0%	2%	2%	2%	1%	2%	1%	2%	0%	0%	2%	3%	7%	8%	2%	1%
Never Heard Of	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	3%	0%	0%	0%	0%

Do you have a favorable or unfavorable impression of Joe Biden?

Trend: Joe Biden Image



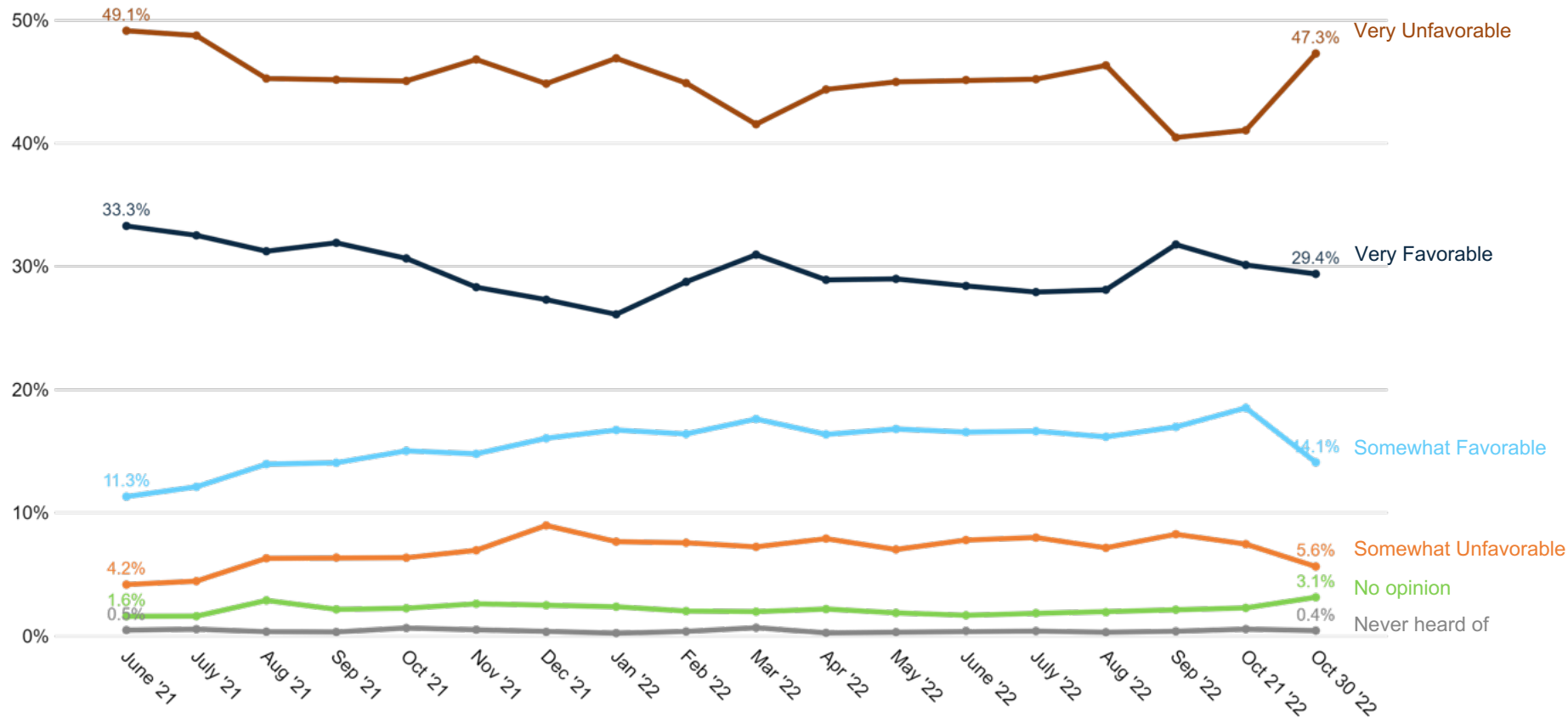
Trump's image underwater after being positive in early-October, falling with Independents and \$100k+ earners



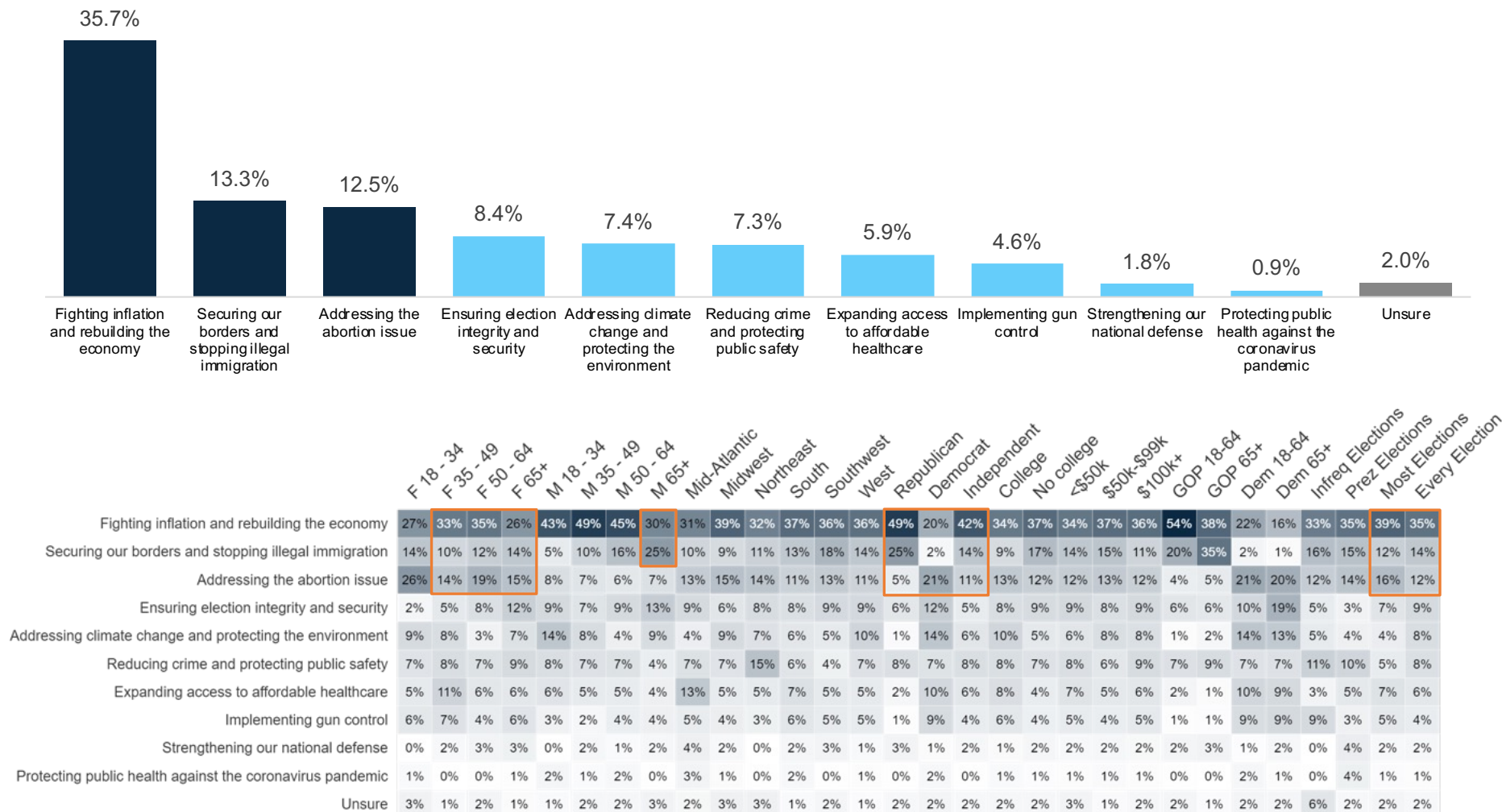
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Favorable Total	33%	35%	43%	43%	42%	45%	54%	49%	37%	41%	43%	45%	47%	43%	80%	11%	39%	32%	52%	42%	48%	40%	77%	86%	13%	6%	42%	42%	43%	44%
Unfavorable Total	62%	59%	54%	54%	54%	51%	44%	50%	62%	54%	53%	52%	50%	54%	16%	86%	57%	64%	45%	54%	49%	56%	18%	12%	85%	90%	48%	56%	54%	53%
Very Favorable	22%	21%	26%	35%	27%	26%	38%	36%	28%	27%	28%	33%	32%	27%	57%	8%	18%	17%	38%	30%	34%	25%	51%	71%	9%	5%	34%	24%	24%	30%
Somewhat Favorable	11%	14%	18%	8%	15%	19%	17%	13%	9%	14%	15%	11%	14%	16%	23%	3%	20%	15%	14%	12%	14%	15%	26%	16%	3%	1%	8%	17%	19%	13%
Somewhat Unfavorable	6%	7%	4%	2%	11%	7%	5%	5%	2%	7%	6%	3%	7%	6%	6%	3%	8%	7%	5%	4%	5%	7%	8%	3%	3%	4%	13%	7%	9%	5%
Very Unfavorable	57%	51%	49%	51%	44%	44%	38%	45%	60%	47%	46%	49%	43%	48%	10%	83%	49%	57%	40%	50%	44%	49%	10%	9%	81%	87%	35%	49%	45%	48%
No Opinion	4%	6%	3%	3%	2%	4%	2%	2%	1%	4%	4%	4%	3%	2%	3%	3%	4%	3%	3%	3%	3%	4%	4%	1%	2%	4%	9%	2%	3%	3%
Never Heard Of	0%	0%	0%	1%	2%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable impression of Donald Trump?

Trend: Donald Trump Image



Inflation far outpaces abortion including among Independents, frequent voters, and women; Democrats are split

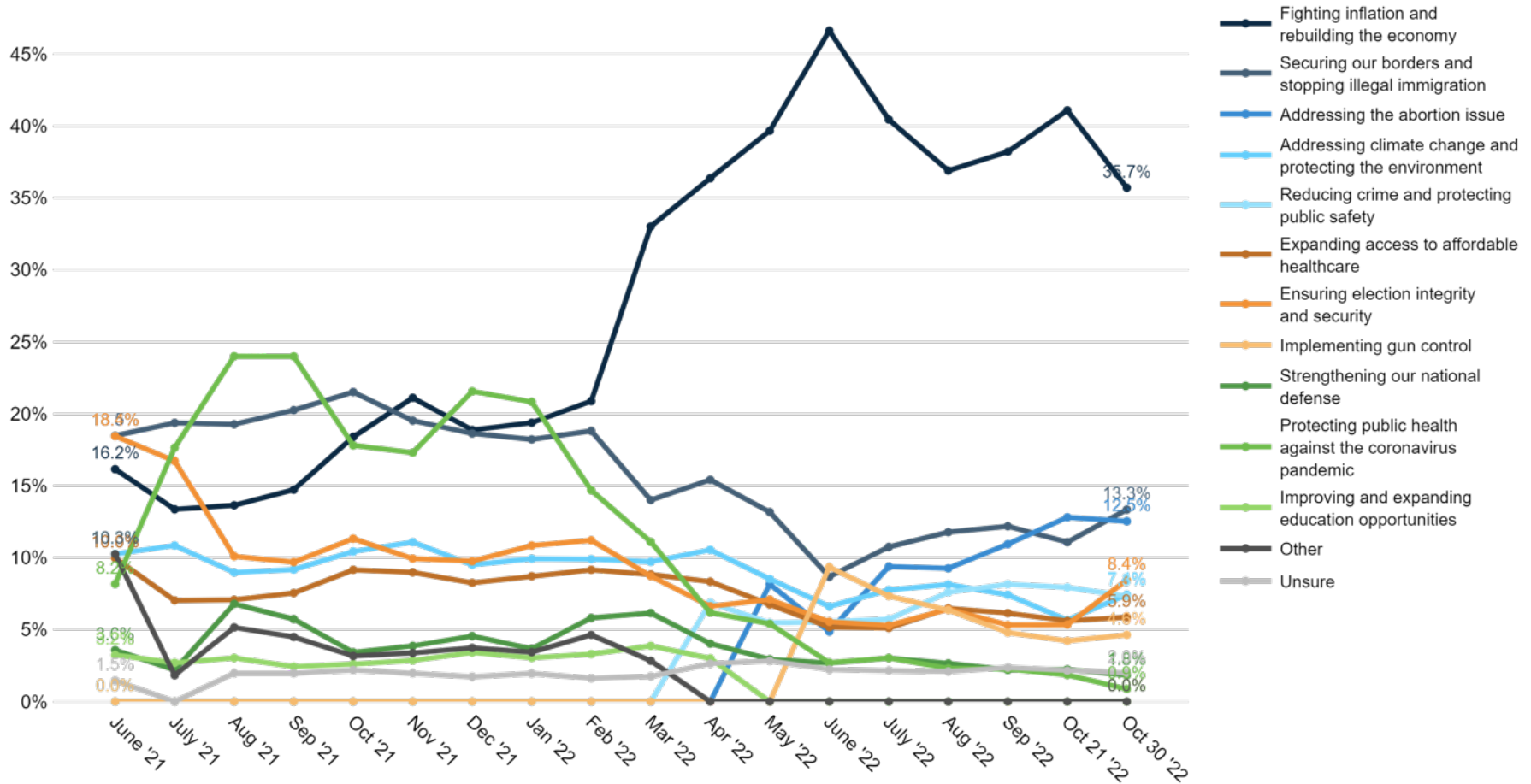


Which one of the following issues do you believe should be the top priority for your elected officials?



CYGNAL

Inflation concern dips in recent months as abortion remains low; securing border surpasses abortion after October dip



Top Priority Change: October 21 to October 30

	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+		Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+
Fighting inflation and rebuilding the economy	-11%	-9%	-9%	-12%	4%	8%	0%	-11%	-17%	-3%	-5%	-8%	-8%	-1%	-2%	-11%	-1%	-5%	-6%	-8%	-4%	-4%	2%	-10%	-11%	-10%	
Securing our borders and stopping illegal immigration	11%	0%	1%	1%	-3%	2%	2%	7%	2%	-2%	0%	3%	4%	4%	5%	-1%	4%	-2%	5%	4%	2%	-1%	3%	9%	-1%	-1%	
Addressing the abortion issue	2%	-2%	4%	3%	-3%	-3%	-4%	-1%	1%	2%	-2%	0%	1%	0%	0%	0%	-1%	0%	0%	-1%	1%	0%	-1%	1%	0%	-1%	
Addressing climate change and protecting the environment	5%	3%	-1%	2%	6%	1%	-1%	2%	-1%	3%	1%	2%	1%	2%	-1%	5%	0%	2%	1%	1%	2%	1%	-2%	1%	6%	1%	
Reducing crime and protecting public safety	0%	2%	-1%	1%	-1%	-4%	-2%	-2%	-1%	0%	6%	-2%	-2%	-2%	-1%	0%	0%	0%	-1%	0%	-1%	-1%	-2%	0%	0%	1%	
Expanding access to affordable healthcare	-3%	5%	2%	3%	-4%	-3%	0%	0%	8%	-1%	0%	1%	0%	-1%	-1%	1%	0%	3%	-1%	0%	1%	1%	-1%	0%	1%	3%	
Ensuring election integrity and security	-1%	2%	3%	2%	7%	4%	1%	5%	5%	0%	3%	3%	4%	3%	2%	6%	0%	2%	4%	5%	1%	4%	2%	1%	5%	6%	
Implementing gun control	1%	1%	0%	1%	-1%	-3%	2%	1%	1%	0%	-1%	2%	-1%	1%	-1%	2%	1%	1%	0%	0%	0%	1%	-1%	-1%	2%	0%	
Strengthening our national defense	-3%	0%	1%	1%	-2%	0%	0%	-2%	1%	0%	-3%	0%	1%	-1%	-1%	0%	0%	0%	0%	-1%	0%	0%	-1%	-1%	-1%	0%	
Protecting public health against the coronavirus pandemic	-2%	-1%	-1%	-1%	-1%	-3%	1%	0%	2%	0%	-1%	0%	-2%	-2%	-1%	-1%	-1%	-1%	-1%	-2%	-1%	0%	-1%	0%	-1%	0%	
Unsure	1%	-1%	0%	-1%	-2%	1%	0%	1%	-1%	1%	2%	-1%	0%	-1%	0%	0%	-2%	0%	0%	0%	-1%	0%	1%	0%	1%	0%	

Independents, frequent voters, women 50-64, and non-college-educated voters prefer GOP check-and-balance

A Republican who will be a check-and-balance to President Joe Biden's policies

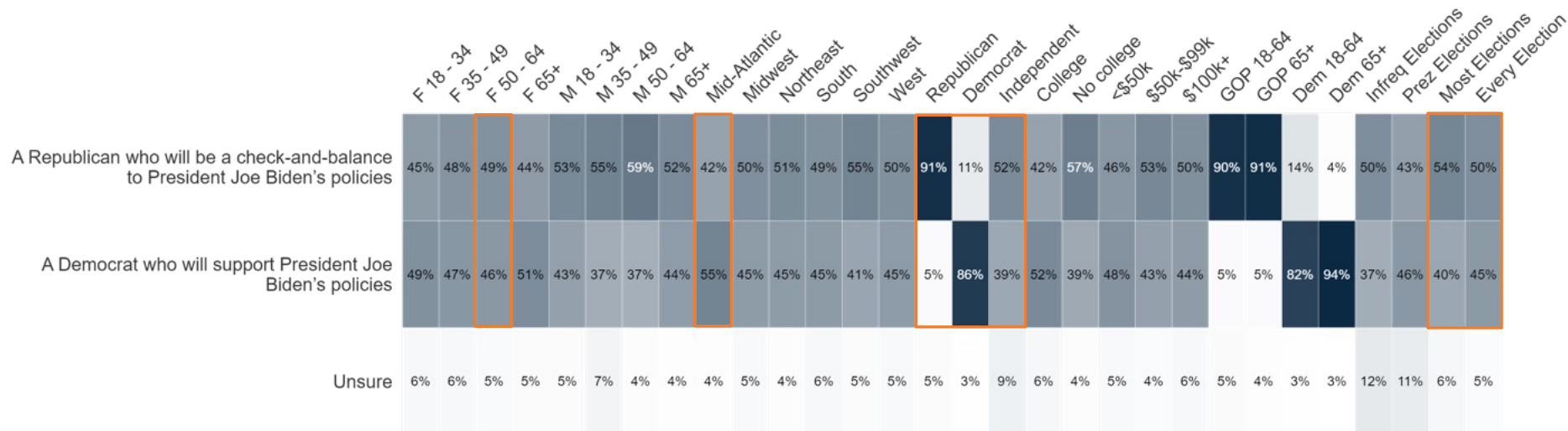
50.6%

A Democrat who will support President Joe Biden's policies

44.4%

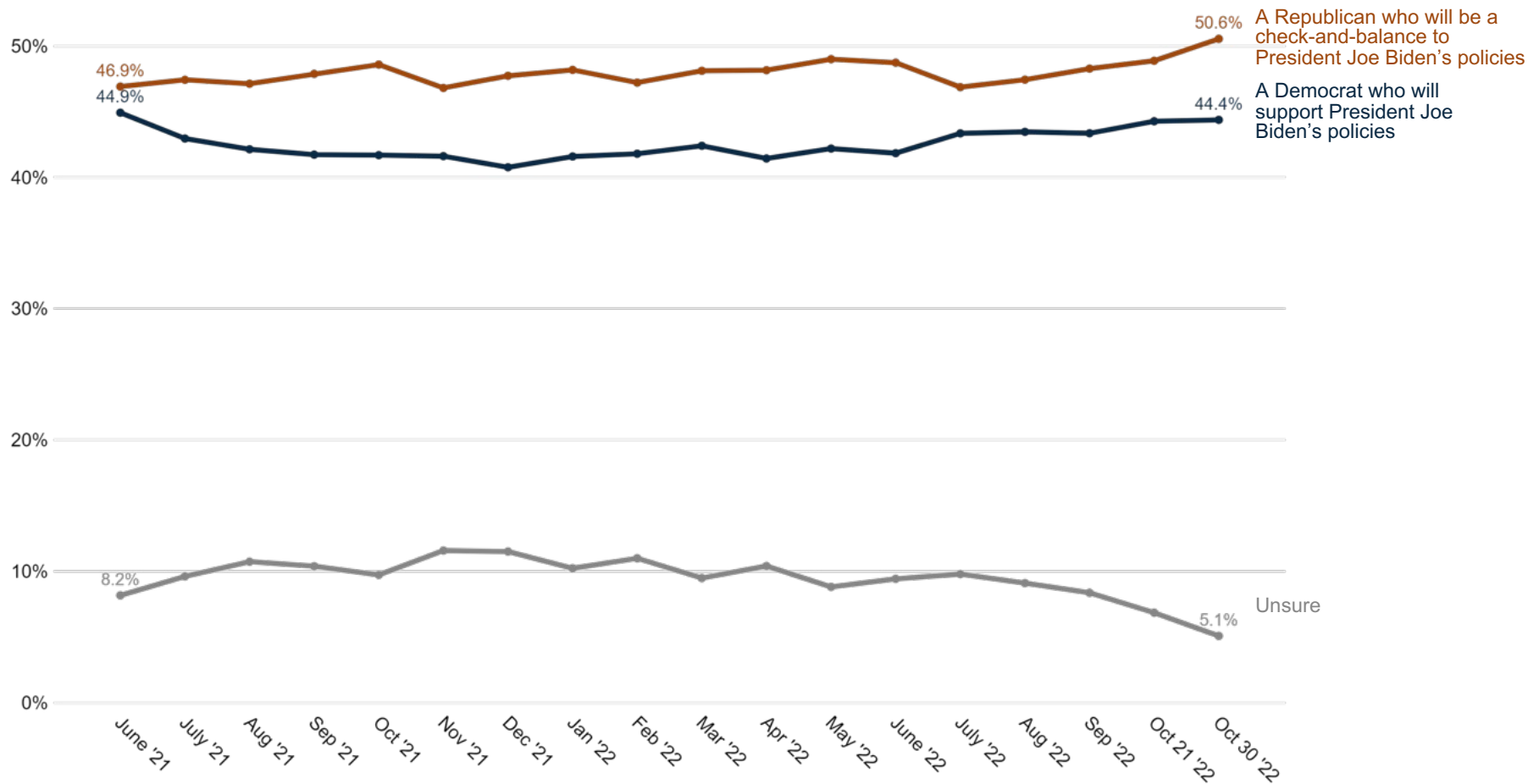
Unsure

5.1%

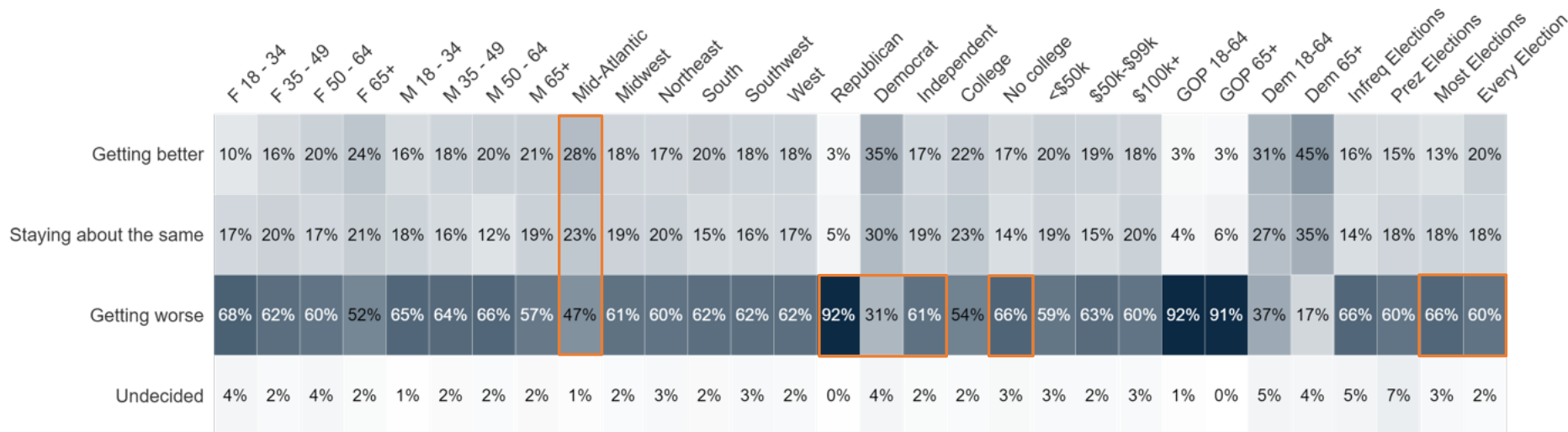
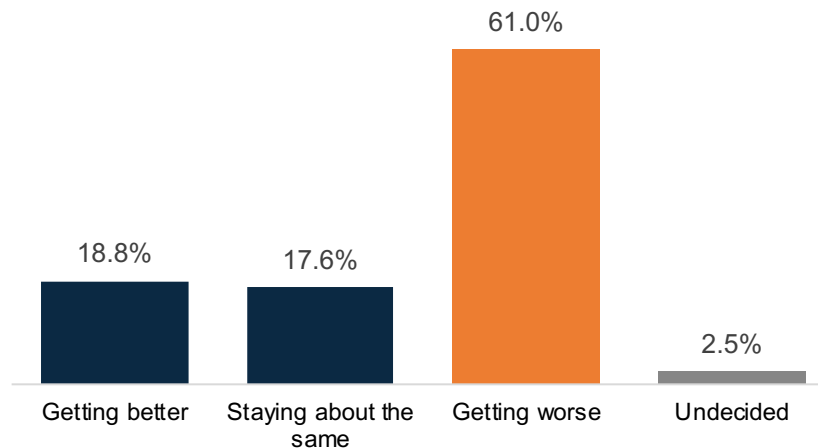


Thinking about the race for Congress, which one of the following candidates would you vote for...

Contrast Ballot Trend

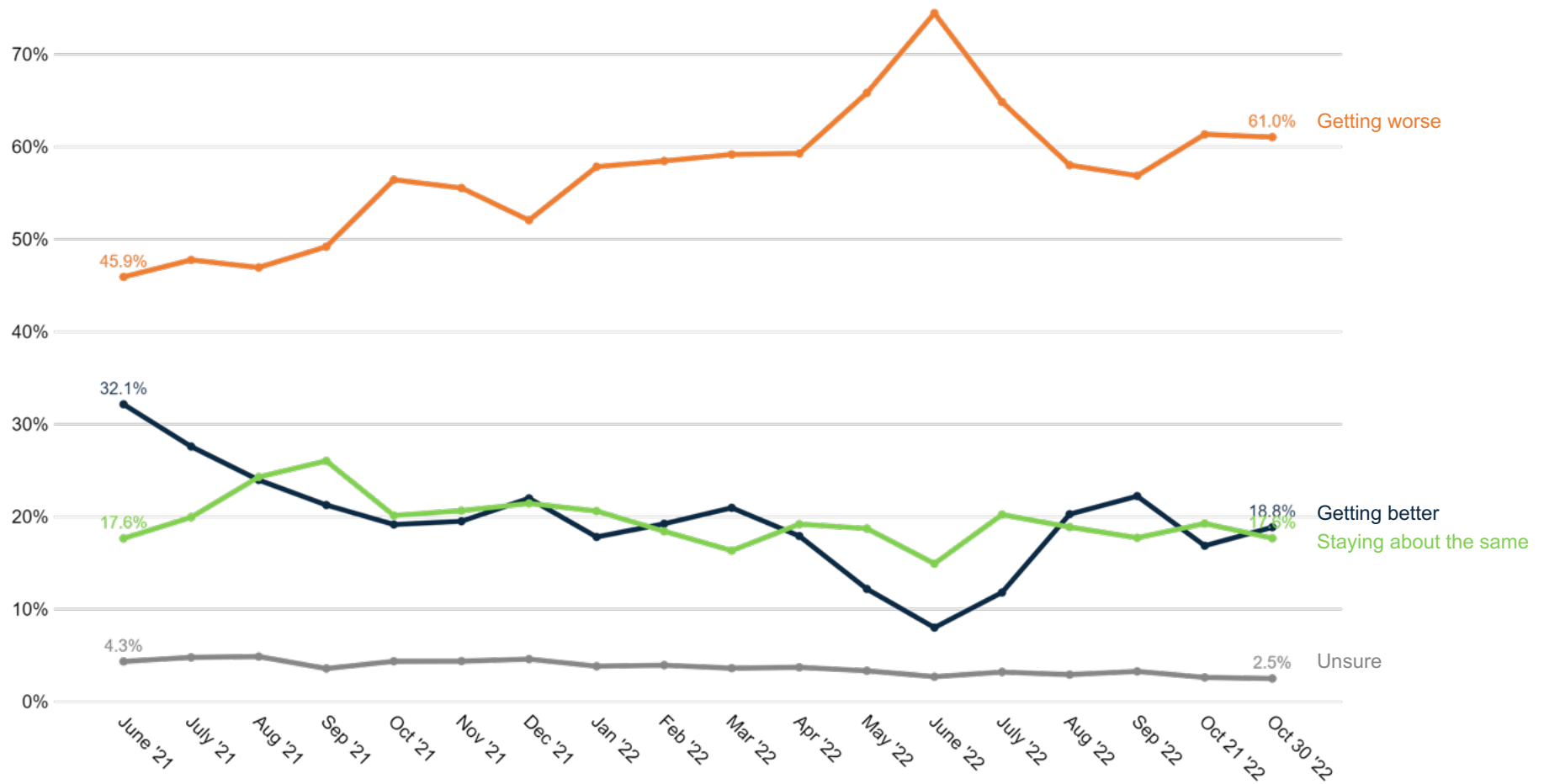


Majority of voters say economy is getting worse, especially among Independents, frequent voters, and non-college voters

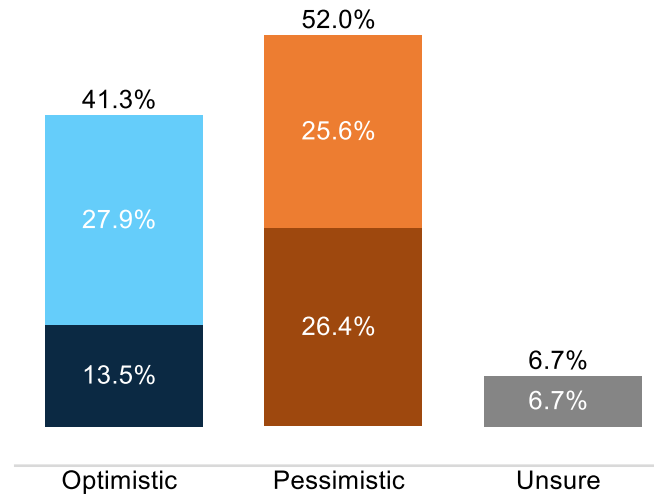


Do you believe the economy is getting better, getting worse, or staying about the same?

Trend: Economic Perception



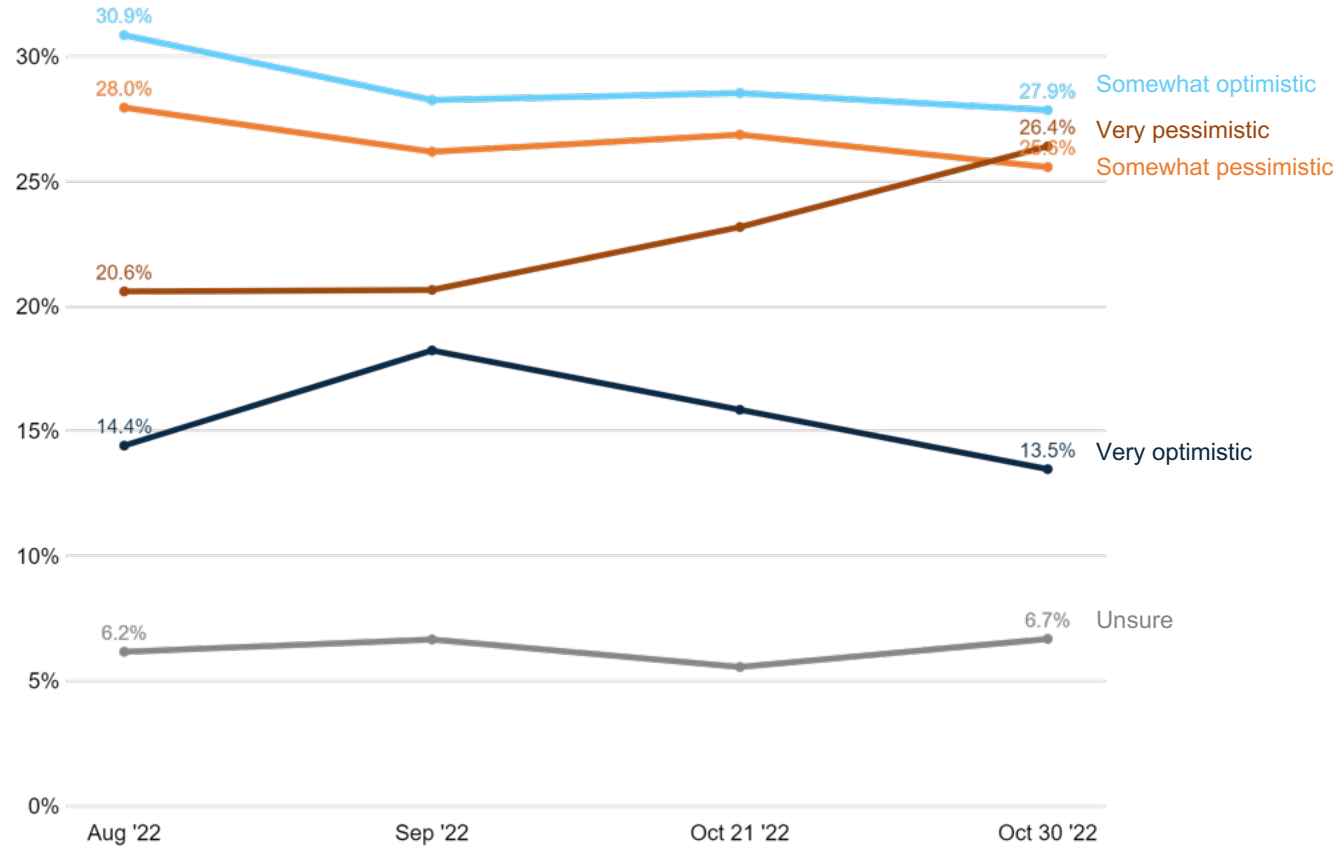
Pessimism increases about financial outlook, including Independents, non-college voters, and across income levels



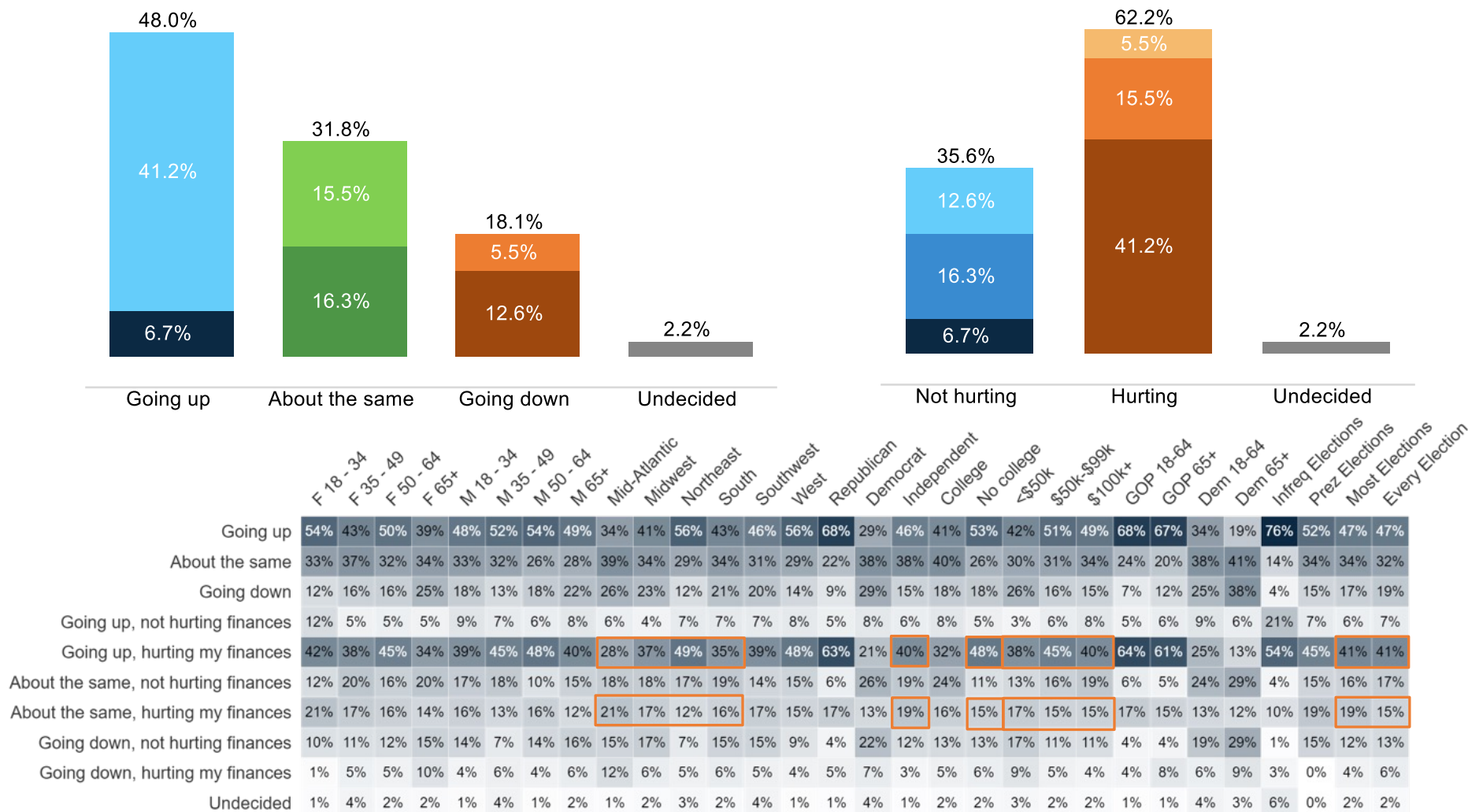
	F 18 - 34	F 35 - 49	F 50 - 64	F 65+	M 18 - 34	M 35 - 49	M 50 - 64	M 65+	Mid-Atlantic	Midwest	Northeast	South	Southwest	West	Republican	Democrat	Independent	College	No college	<\$50k	\$50k-\$99k	\$100k+	GOP 18-64	GOP 65+	Dem 18-64	Dem 65+	Infreq Elections	Prez Elections	Most Elections	Every Election
Optimistic Total	26%	42%	42%	43%	39%	42%	42%	48%	44%	40%	39%	38%	44%	43%	20%	62%	42%	48%	36%	39%	40%	44%	21%	19%	59%	72%	26%	44%	38%	42%
Pessimistic Total	67%	51%	51%	50%	52%	53%	51%	46%	52%	53%	55%	55%	49%	50%	74%	30%	53%	47%	56%	52%	53%	51%	73%	76%	35%	21%	55%	49%	52%	52%
Very optimistic	9%	9%	16%	14%	12%	14%	14%	18%	9%	15%	13%	14%	11%	16%	6%	22%	12%	15%	12%	15%	13%	13%	4%	9%	21%	24%	10%	9%	9%	15%
Somewhat optimistic	17%	33%	26%	30%	27%	28%	28%	30%	35%	26%	26%	24%	33%	28%	15%	41%	30%	33%	24%	25%	27%	31%	17%	10%	38%	47%	16%	34%	29%	28%
Somewhat pessimistic	27%	24%	27%	22%	30%	29%	27%	21%	28%	25%	27%	27%	24%	24%	33%	18%	26%	26%	25%	22%	25%	29%	34%	30%	21%	12%	21%	28%	31%	25%
Very pessimistic	40%	27%	24%	27%	22%	25%	24%	26%	24%	28%	28%	28%	25%	26%	41%	12%	27%	20%	31%	30%	28%	22%	39%	46%	14%	9%	34%	22%	21%	27%
Unsure	7%	7%	6%	7%	9%	4%	7%	6%	4%	7%	6%	8%	7%	6%	6%	7%	5%	5%	8%	9%	7%	4%	6%	6%	7%	8%	19%	7%	10%	6%

How optimistic or pessimistic are you about your personal financial outlook for the next few months?

Trend: Personal Financial Outlook

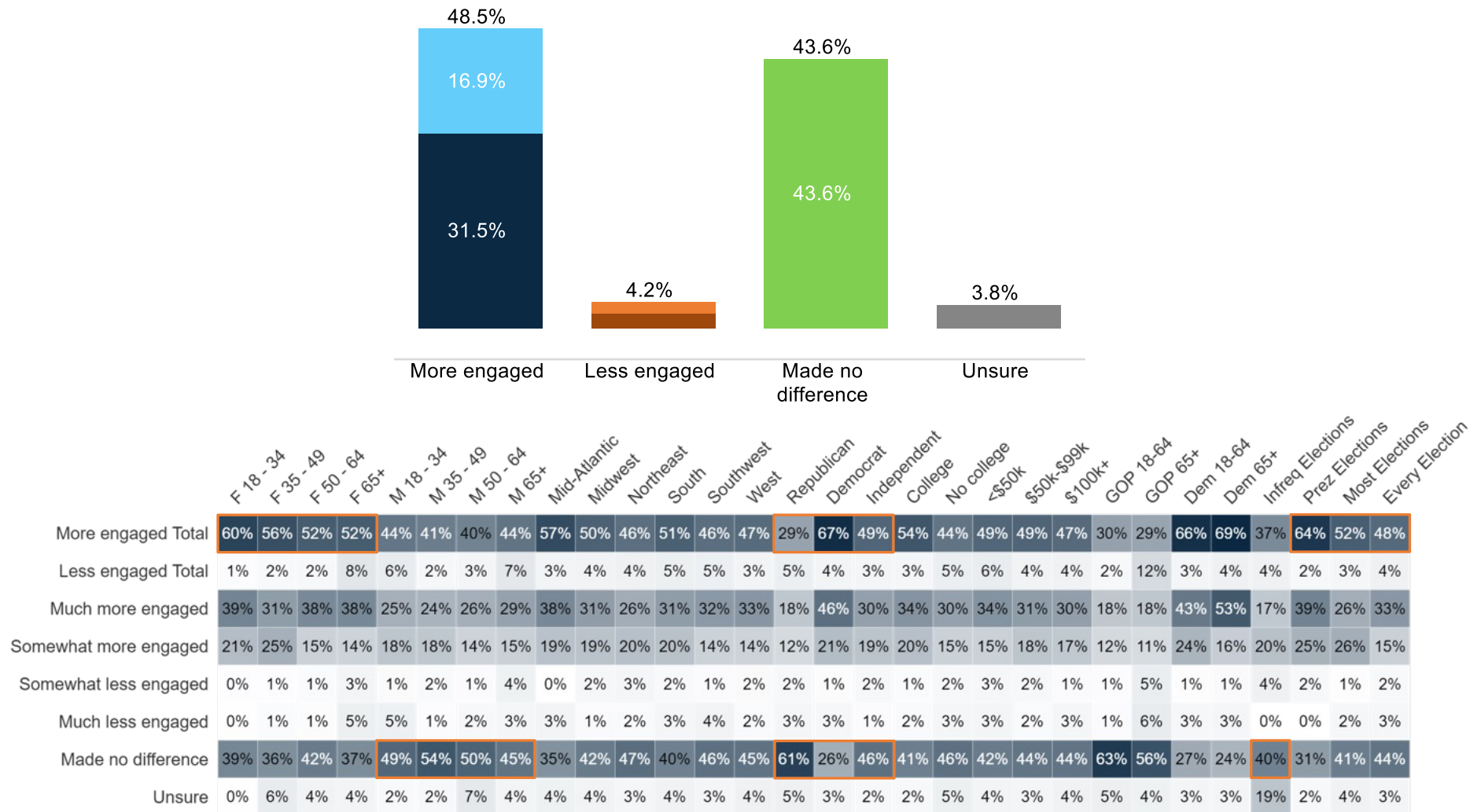


Gas prices are hurting voters' finances, even if they are not going up in their area



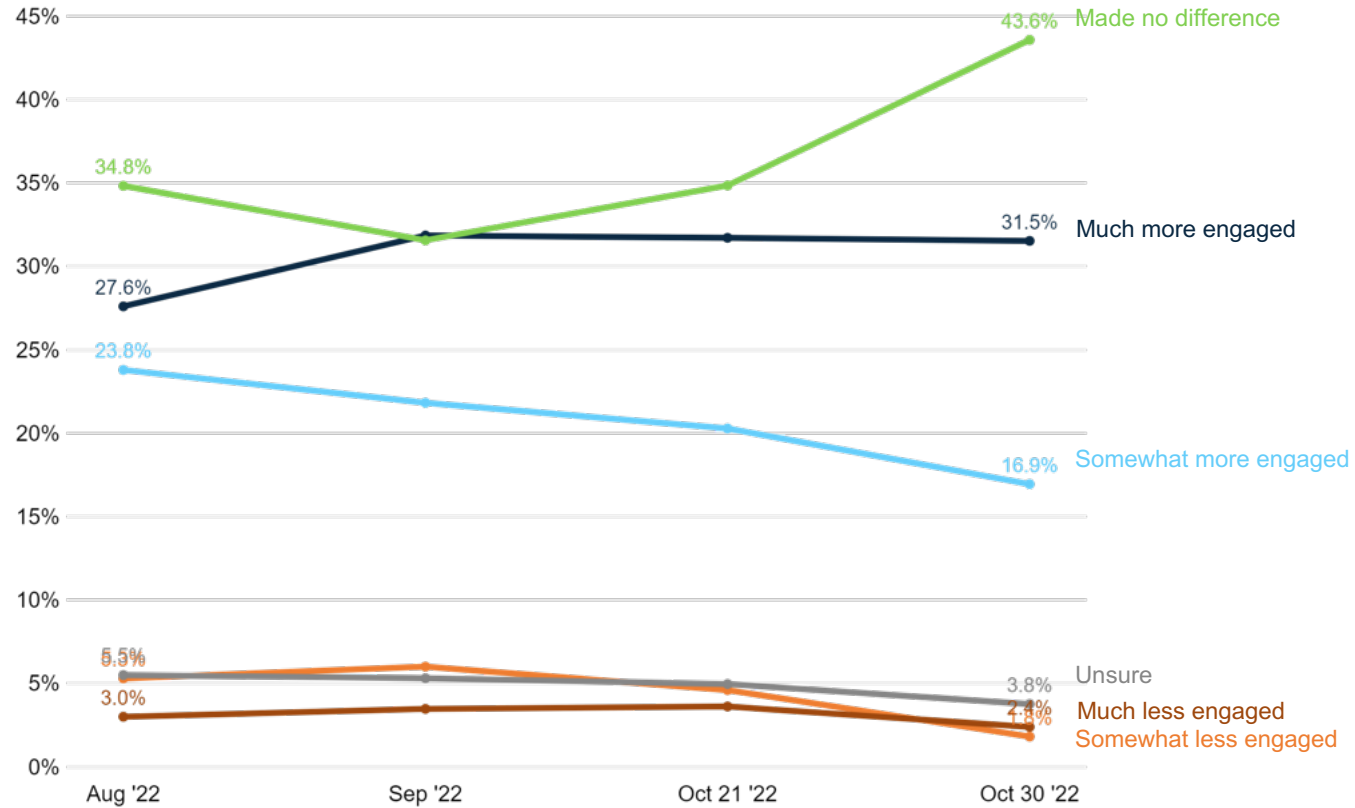
What are gas prices doing in your area, and what impact is it having on you?

Dobbs continues to have less and less impact as time passes from the cycle-changing Supreme Court Decision



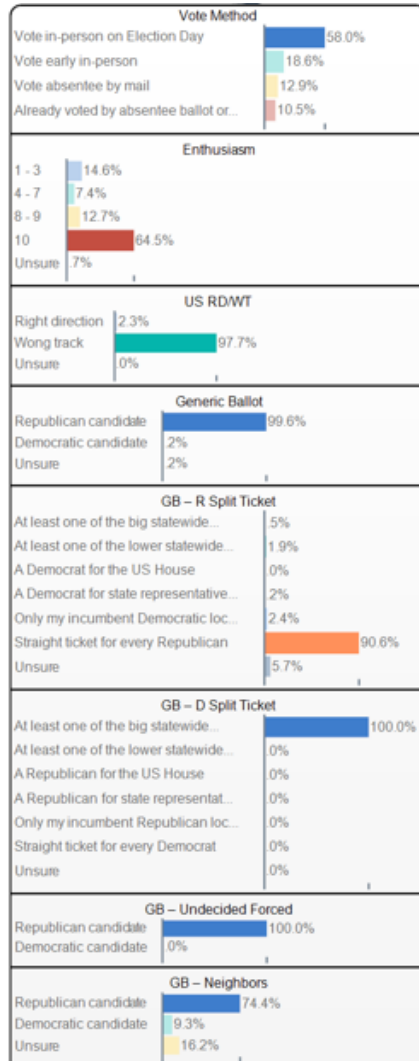
Earlier this year, abortion was not a major focus of the election. Then the U.S. Supreme Court overturned *Roe v Wade* with the Dobbs decision. Did the Dobbs decision make you more engaged, less engaged, or make no difference on your election engagement this year?

Trend: Dobbs Impact

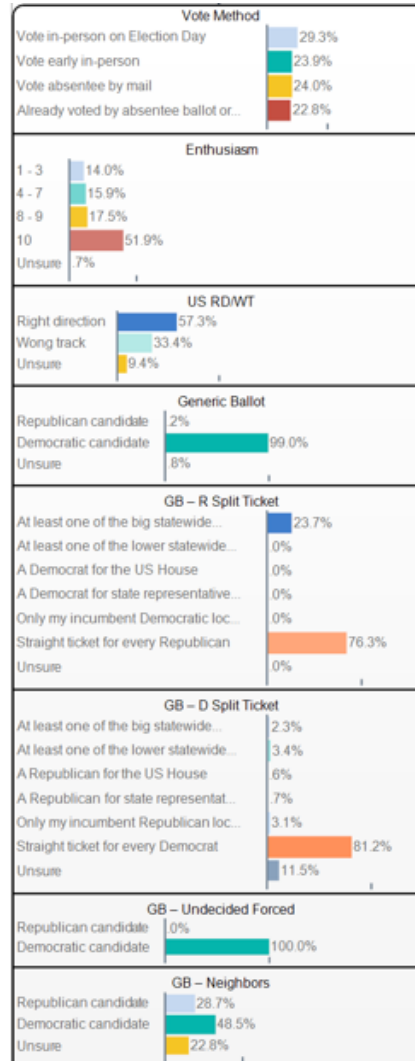


Segmentation Analysis:

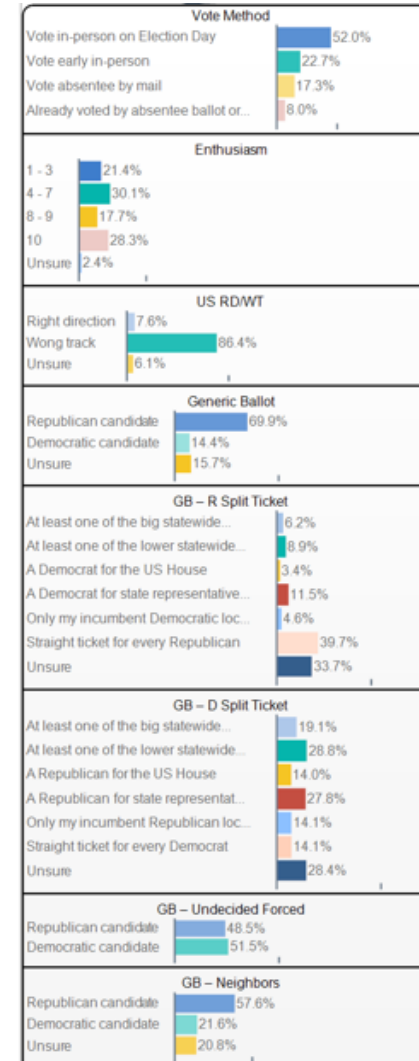
GOP Base (38%)



Dem Base (45%)



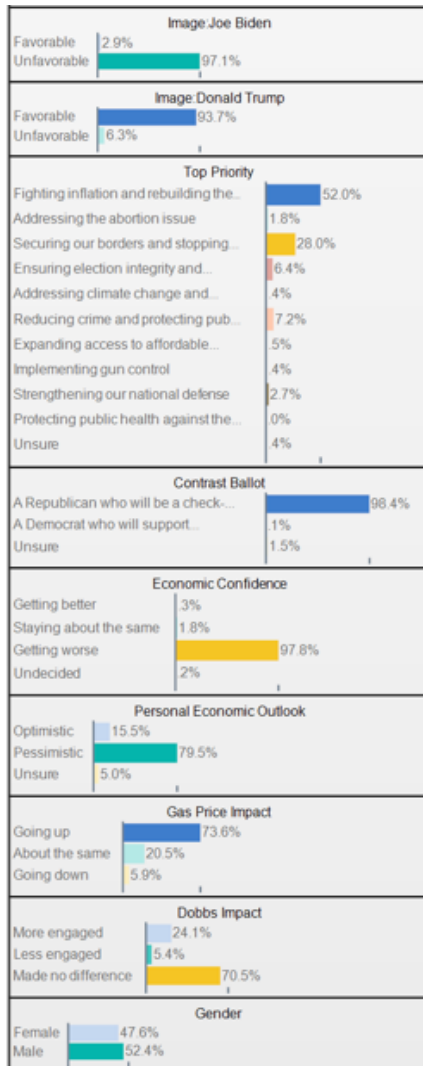
GOP Lean (17%)



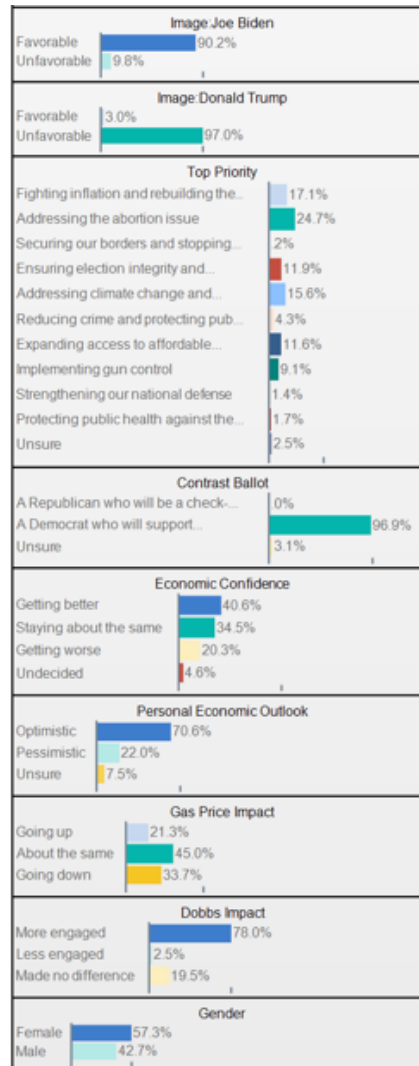
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

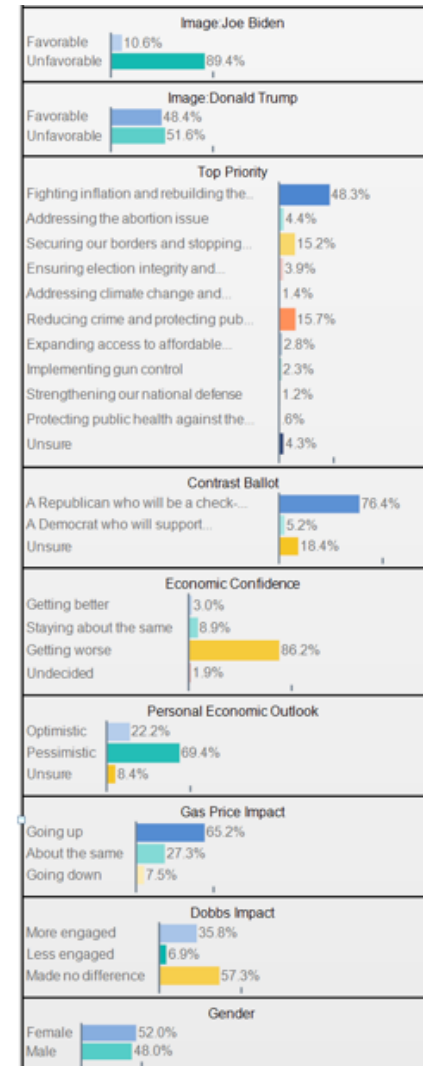
GOP Base (38%)



Dem Base (45%)



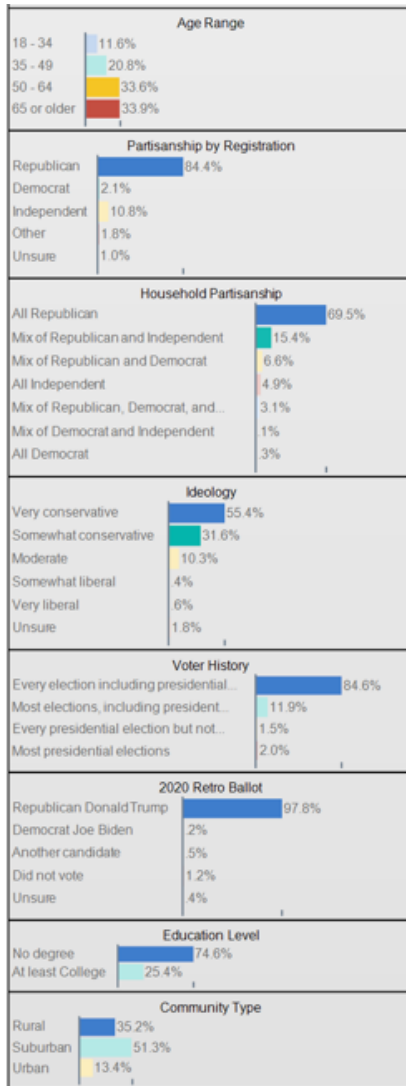
GOP Lean (17%)



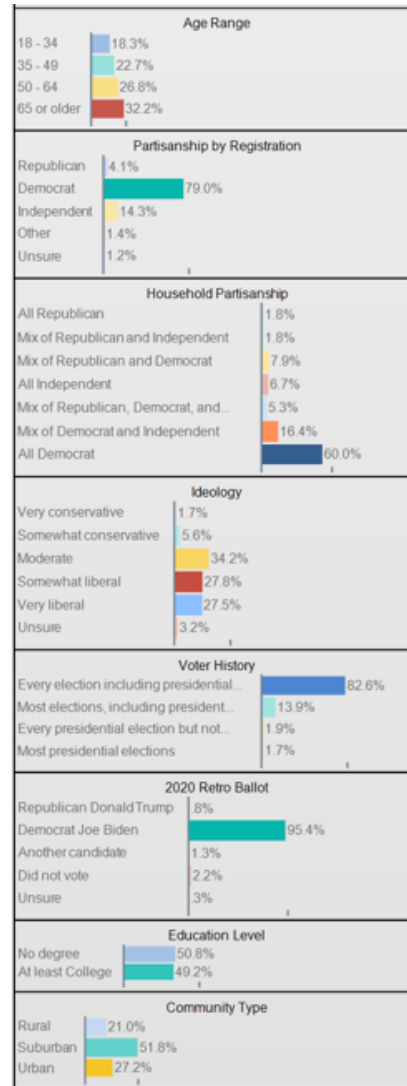
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

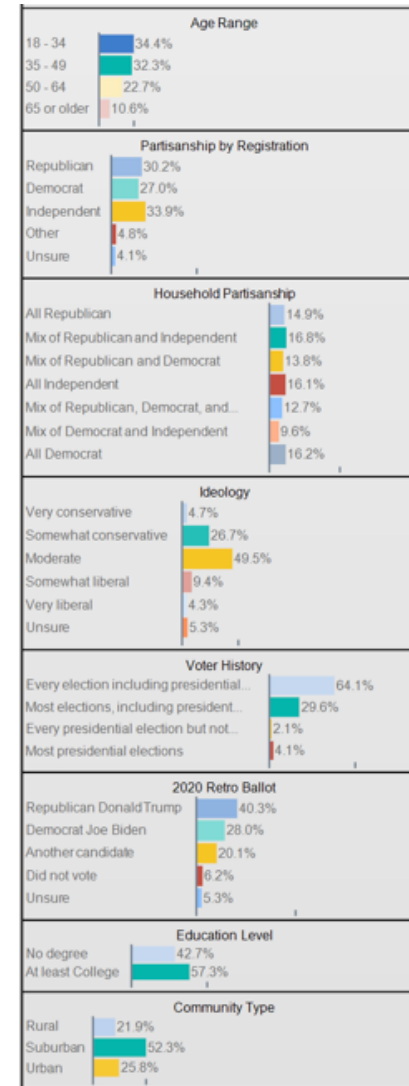
GOP Base (38%)



Dem Base (45%)



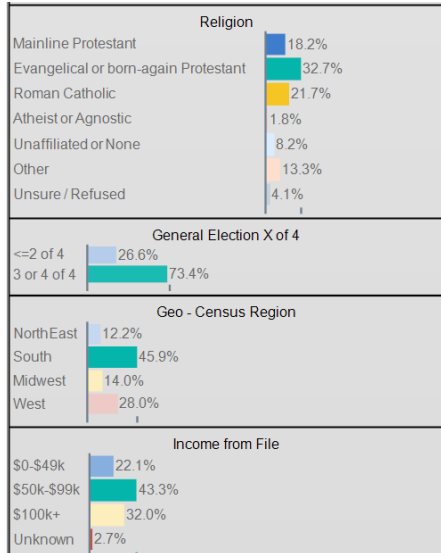
GOP Lean (17%)



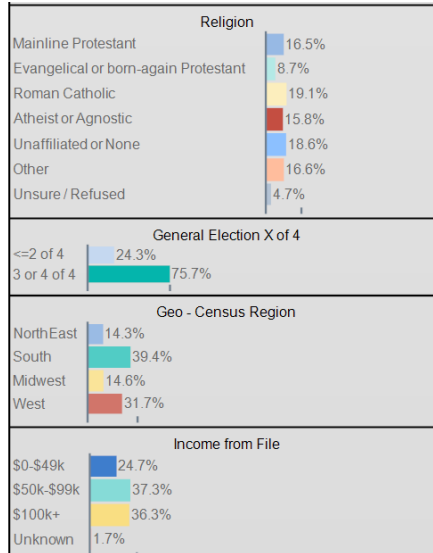
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Segmentation Analysis:

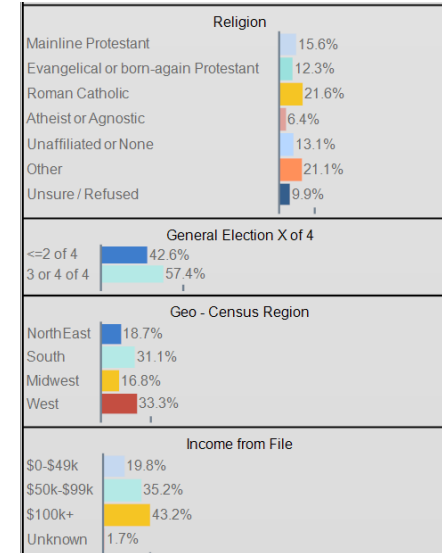
GOP Base (38%)



Dem Base (45%)



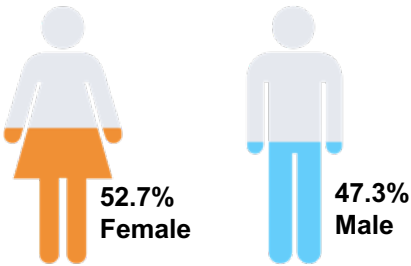
GOP Lean (17%)



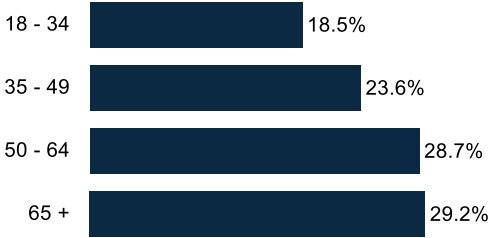
Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

Demographics

Sex



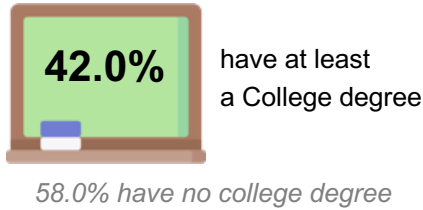
Age Range



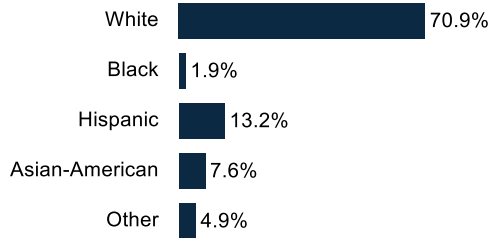
Household Income



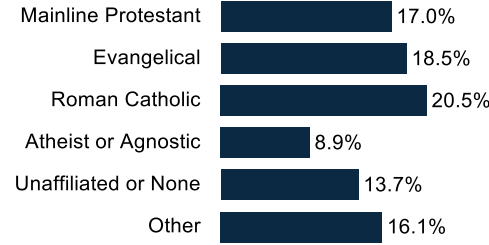
Education



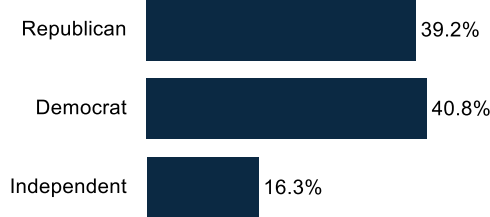
Race



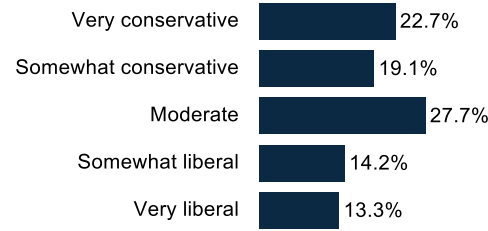
Religion



Partisanship



Ideology



Geo - Region

